BROADCASTING

Broadcast Advertising

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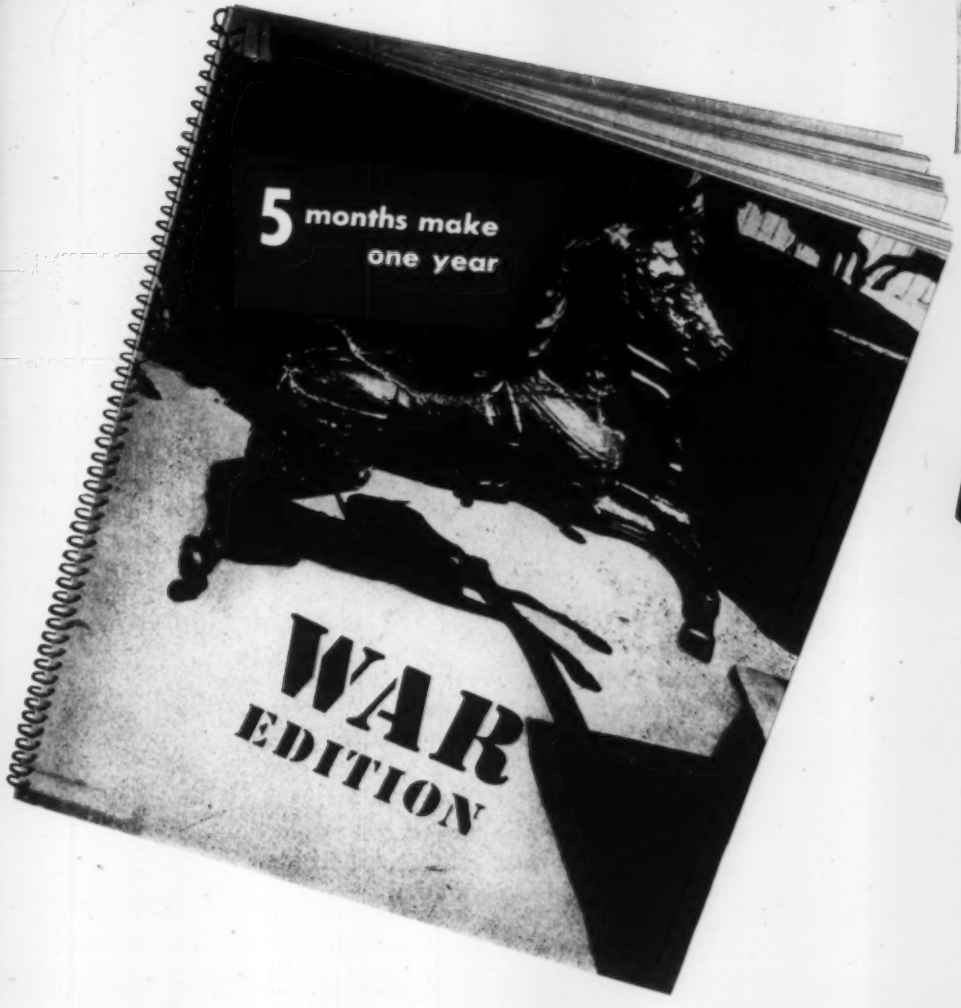


"5 Months Make One Year—WAR EDITION" is a handbook on summer radio selling and listening which should be on the desk of every agency timebuyer and radio advertiser. It tells you *briefly, helpfully,* among other things, what war work, continuous college curriculums and backyard vacations will do to radio listening in the summer months of 1942. More specifically, it gives you ideas—to make more business with. It names sponsors who have used WOR successfully in the summer and how they've done it.

A copy may be had by writing or calling

WOR

at 1440 Broadway, in New York

"THE CHIEF'S GETTING TIRED OF PLAIN STEWS. HE SAYS TO TUNE IN MARTHA CRANE ON WLS."

WE have no cannibals out our way, but cooks all over the Middle West do listen to Martha Crane and Helen Joyce on the WLS "Feature Foods" program. They listen and respond. For instance:

WLS received the *greatest number of returns* at the *lowest cost per inquiry* for one advertiser. "Homemaker" type programs were used on WLS—and on *11 other stations*. Twelve programs, with the same offer, were used on each station. *WLS received 11,242 replies*—almost twice as many as the next station! And our cost per inquiry ranged from 5c to 73c *less* than the other stations used!

What is true of the "Feature Foods" program is likewise true of many other WLS programs. We can show lots of further evidence that *WLS Gets Results*. Just write WLS, Chicago, and ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

PREFERRED BY ADCASTERS

The list of leading advertisers on WDRC—all experienced adcasters—reads like the "Who's Who" of broadcasting.

Their judgment in using WDRC has been proved over a period of years. Their experience with radio in Hartford has been uniquely successful.

Out of their knowledge has come this formula, which we can recommend to you: to sell Connecticut's 1st Market, *get all 3 on WDRC!* Use WDRC's winning combination of coverage, programs and rate.

BASIC CBS HARTFORD

WDRC

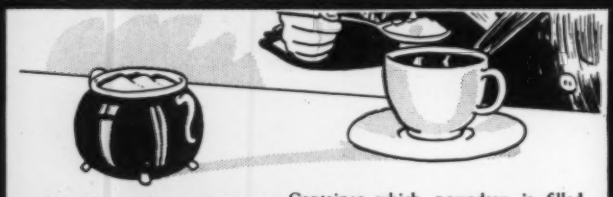
CONNECTICUT'S PIONEER BROADCASTER

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

CRIB Storage bin on Nebraska farms. Under the all-out farm production program, storage facilities are burdened to the hilt, with crops ready for sale at record prices.

FREIGHT CARS Giant steel vehicles used for rolling thousands of tons of Nebraska grain to the mills, which pay Nebraska farmers premium rates for their grain.



SUGAR BOWL Container which nowadays is filled largely by the efforts of sugar beet farmers, who are hard put to supply both civilian and industrial needs. Acreages are being expanded, with a consequent expansion of income.

SIMOLEONS

Poured into Nebraska farmers' wallets and cash boxes, in trade for the contents of cribs, freight cars, and sugar sacks. Farm families are receiving more cash than ever. And they'll spend it with you, if you tell them what you sell. Contact these families over "their" station, KFAB. You *need* KFAB, to do a complete selling job throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 22 • NO. 22 JUNE 1, 1942

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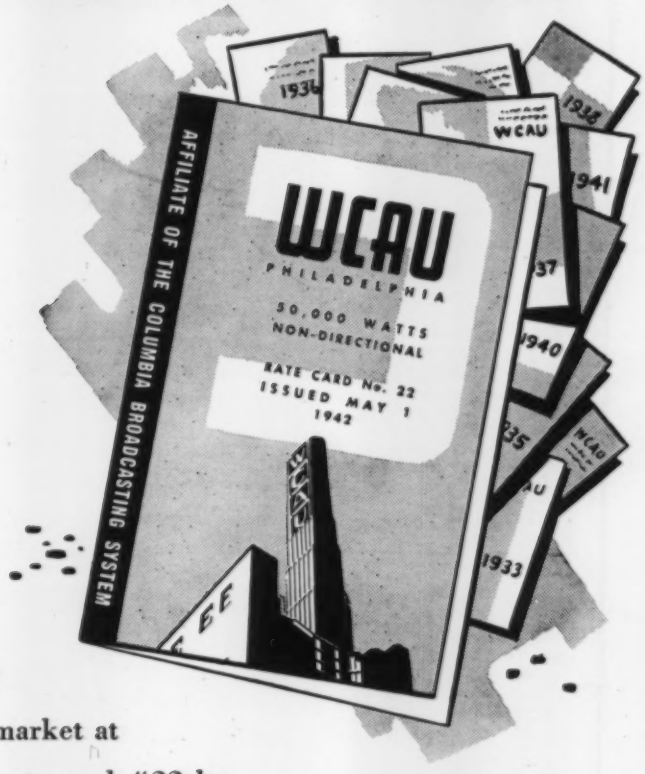
Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

first IN THE FIRST THREE
★ NEWS
★ SPORTS
★ MUSIC

WOL • WASHINGTON
AND WASHINGTON IS FIRST IN EFFECTIVE BUYING POWER

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC. Representative

OUR PRICE CEILING IS 10 YEARS OLD . . .



It's a fact that WCAU is still selling a 1942 market at 1932 prices. Our new rate card #22 has been modernized. It looks different from its predecessors but its basic structure is just the same. That was fixed voluntarily a decade ago.

Today, WCAU's commodities—coverage and listeners in the rich Philadelphia Market—are more valuable than ever. For instance the number of radio homes in WCAU's primary area have increased 24.7% since 1932. Yet, you pay no more to reach them because—"Our Price Ceiling is 10 years old".

WCAU

50,000 WATTS IN ALL DIRECTIONS

Phi'adelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS. Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . . Boston, Mass • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Co.

GEORGE W. NORTON, JR.

PRESIDENT, WAVE, LOUISVILLE

1923 Graduated from Yale University
1926 Graduated from Harvard Law School
1931 Became President of Station WLAP Louisville
1933 Sold Station WLAP and acquired Station WFIW, Hopkinsville, Ky.
1933 Moved WFIW to Louisville, and changed call letters to WAVE
1939 Elected Director-at-Large, N.A.B. Re-elected in 1940
1940 Boosted WAVE to 5000 watts, Basic NBC Red. Built new transmitter
1941 Opened new office-studio building
1942 Appointed Captain, U. S. Army Air Forces.

IN MARCH, 1942, when George Norton resigned from his highly-successful business and entered the U. S. Army Air Forces, he was simply continuing a life-long record of unselfish service to his city, his state and his nation. For in his quiet way, and without being in the least a sentimental "uplifter", George Norton is one of the most public-spirited young men we have ever known. Our hat is off to you, George, and long may you "WAVE"!

Speaking of service and public spirit, today all of us here at Free & Peters, like you yourself, are eager above anything else to serve our country wherever our experience can be of greatest use. Two of us—Arthur Barry and Ewart Blain—have decided their greatest usefulness is in the armed forces, and have therefore enlisted, on leave of absence from F&P for the duration. But much as we envy Art and Ewie, the rest of us feel that since radio is so vital to morale, communications and the war effort, our present greatest usefulness is in this industry. So here we'll stay, until our experience is needed *more*, elsewhere.

To take the places of those who are going into service, we of F&P are acquiring experienced older men, and are so organizing our efforts as to sustain and even broaden our old ideals of "Free & Peters service" And that's the way we'll continue to work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6875 — NEW YORK: 247 Park Ave. Plaza 5-4181 — SAN FRANCISCO: 111 Sutter Sutter 4353 — HOLLYWOOD: 1512 N. Gordon Gladstone 3949 — ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 22 WASHINGTON, D. C., JUNE 1, 1942 $5.00 A YEAR—15c A COPY

Proposed Pooling of Equipment Hits Snag

Inconsistency With Policy of WPB Seen

CREATION OF a broadcast equipment pool to stretch industry reserves to the 'nth degree irrespective of present ownership is in the offing but its size, shape, scope and administration still are far from settled.

Nothing has happened in a tangible way since the War Production Board on May 21 received from the Defense Communications Board the ambitious and far-reaching plan evolved by the Domestic Broadcasting Committee of DCB for the creation of an overall pool, with the FCC doing the bookkeeping and policing.

Steps To Aid Stations

Last weekend the proposal hadn't trickled down to the WPB Communications Branch, headed by Leighton H. Peebles, or to the Radio Section, directed by Frank H. McIntosh, formerly technical supervisor of the Fort Industry Co. stations. It is evident, however, that the plan as projected is not regarded as consistent with WPB policy, largely because of its mandatory rather than voluntary aspects.

Meanwhile, steps are being taken in the Communications Branch of WPB toward alleviating the plight of stations nearing or already down to their last tube, condenser or resistor. Nevertheless, the critical material situation grows tighter almost daily and use of copper in other than military production is practically foreclosed. Revision of WPB regulations, however, is being considered with a view to allocating sufficient critical materials to take care of minimum needs.

Precisely what will happen to the DCB committee plan, which would place the FCC in the driver's seat on allocations of materials from the pool to stations in need, cannot be stated with certainty now. Official observers, however, see a number of glaring defects in the plan, inconsistent both with WPB policies and with availabilities of materials and possibly outside the authority vested in WPB, DCB or the FCC.

There is no opposition, so far as can be ascertained, to a pooling plan as such. But the wisdom of or necessity for so broad-gauged a plan as that projected by DCB, and so vigorously supported by DCB-FCC Chairman James Lawrence Fly, is questioned.

The only serious equipment bottlenecks are tubes, first and by far the most dangerous; condensers, secondarily; and then such items as resistors and miscellaneous parts. Therefore, it is argued that a pool covering every type of broadcast equipment and replacements is not necessary. Moreover, it is felt that it would excite broadcasters into extraordinary activity in attempting to procure 100% replacements up and down the line, which they don't do even in normal times.

Plans Studied

Several plans have been under consideration at WPB, which thought about a pooling arrangement, it appears, long before the matter was presented by Mr. Fly, who urged the Domestic Broadcasting Committee [Committee No. IV] to get one out as speedily as possible. Originally WPB had in process of development a plan to freeze all spare tubes and parts in the hands of stations or manufacturers until a complete industry inventory could be taken. Before that process was concluded, however, Committee No. IV had drafted its plan, which received DCB approval at the May 21 meeting.

Means of prolonging life of tubes to overcome the most serious threat to continued station operation have been under WPB consideration for some time. Thought is being given now to a proposal where decibel output would be reduced, enhancing not only the life of tubes but of other transmitter equipment. There would be no discernible inconvenience or loss to the public, it is held, yet longevity of all equipment would be extended.

Revision of existing orders relating to repair and maintenance of equipment also is in process, which would have a bearing on any pooling arrangement ultimately evolved. One plan is to limit the number of spare tubes in the hands of stations to 100% replacements, except in stages requiring a multiplicity of tubes. Proposals having to do with revitalizing of tubes and with repairing of condensers, through arrangements with equipment manufacturers, also are under consideration.

Thought even has been given to having equipment manufacturers themselves maintain the equipment pool on a voluntary basis. Their proficiency and experience in handling such parts would mean less confusion and complication in delivery, it was pointed out, as well as reduce breakage to a minimum.

Matter of Authority

The mandatory conservation and pooling plan [BROADCASTING, May 25] was approved by Committee IV by a vote of 18 to 1 with only Harry C. Butcher, CBS vice-president, voting negatively. The latter's position, however, was sustained by the NAB board of directors at its post-convention meeting in Cleveland last month when it resolved that the pool be maintained voluntarily by the industry in collaboration with the WPB.

Question has also been raised about the procedure proposed in the plan, which would vest in the FCC final say on interchange of inventoried equipment among the 17 radio districts into which the country would be divided. It is difficult to find any basis in the law, it was pointed out, whereby the FCC could order any station to relinquish its equipment, for pay, to another station. Moreover, question has been raised about the authority for or the wisdom of a plan under which stations would be called upon to defray the expenses of district administrative boards based on a quarter-hour rate assessment.

Despite all that, the preponderant opinion in the industry is in favor of a conservation and pooling plan that will keep all stations on the air as long as possible. But they are wary about inviting a new regulatory procedure, even under the stress of wartime requirements, if the project can be accomplished without it.

On the other hand, some broad-

Advertising Tax Status Draws Morgenthau, Henderson Views

STATUS of advertising as a possible source of tax revenue remained unchanged last week although promotion expenditures were given much publicity by Secretary of the Treasury Morgenthau and Price Administrator Henderson. As reported [BROADCASTING, May 25], the success of any attempt to tax such expense hinges on the definition of "ordinary and necessary".

Must Be Reasonable

In a statement May 28 to the Joint Congressional Committee on Taxation, Secretary Morgenthau was chiefly concerned with the attempts of war-work plants to escape the burden of wartime taxation as well as with the limitation of individual incomes. Although his statement did not overlook the possible revenue to be derived from advertising it was more a recognition of a source than a specific directive.

This is instantly apparent in Secretary Morgenthau's reference to advertising when he said, "The test of whether expenditures for advertising is deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged." He pointed out that he did not intend to "exclude institutional advertising in reasonable amounts".

His only objection was to expenditures which are seemingly "extravagent" and not in direct proportion to the size of the company or comparable to a company's advertising budget in the past. Such expenditures would be disallowed, he said.

Price Administrator Henderson announced May 27 that the general maximum price regulation doesn't require manufacturers to continue to grant the usual advertising allowances to distributors of their products. The announcement came with no explanation for its issuance but it was received with satisfaction by national advertisers. Retailers viewed this development with some concern, fearing manufacturers may take advantage of

(*Continued on page 51*)

casters and officials argue that no plan will be workable unless there are mandatory and punitive aspects. Without such requirements, this school holds, some stations might not be disposed to provide entirely accurate inventories of spare equipment.

The foundation-stone of the whole plan, moreover, is ultimate provision by WPB of sufficient materials to maintain inventories for the industry at a predetermined level, which would eliminate the necessity of procuring priorities for individual items. WPB officials steadfastly have maintained they can't guarantee materials on that basis.

Beyond that, the skepticism over the legality of a requirement that stockpiles be maintained by an industry raises another serious question that must be determined before any plan can be placed into effect other than on a purely voluntary basis.

Supported by Fly

Chairman Fly has vigorously supported the Committee IV project from the very outset. In an announcement May 23, the day following formal release of the plan, he expressed his gratification over what he characterized as the industry's "share the spare parts" program.

Mr. Fly said that similar pools had been organized within industries in local areas but he believed that "this is the first time a whole industry has proposed a plan to share its repair and maintenance material on a nationwide basis.

"There may be something here that other industries might find useful when adapted to their particular needs. Should the plan get under way it will have a real meaning to the listening public because the broadcasters have shown the foresight to meet the recurring emergencies of equipment failures."

The press release added that the chairman said he had promoted this very idea for many months but until very recently the shortages of replacement parts had not become acute. "Operation of the plan, in my opinion," Mr. Fly said, "will result in lessening the pressure put upon the Government for immediate priorities certificates and will assure the public of continued radio listening."

Chicago Meeting

Mr. McIntosh will address a joint meeting of the National Radio Parts Distributors Assn. & Representatives in Chicago June 8, preparatory to the meeting of Radio Manufacturers Assn. the following day. He will discuss conservation of parts for receiving equipment as well as conversion of plants to war production. Mr. Peebles will attend the RMA convention June 9 and planned to be available to answer questions of manufacturers about materials availabilities.

Sufficient copper to accommodate manufacturers' needs for replacement tubes for radio receivers is being provided under an order approved last Thursday by WPB. No provision has yet been made, however, for critical materials for other communications uses though plans are underway.

Further tightening up on nickel, chromium and their alloys in the use of many types of instruments, regulators and control valves, was announced last Wednesday by WPB. Almost daily, there are orders controlling, limiting or freezing various types of materials which have a bearing in radio manufacture both on the transmitting and receiving ends.

ROBINSON MURRAY, formerly of McCann-Erickson, New York, has joined the headquarters staff of the American Association of Advertising Agencies.

Butcher Takes Post in Navy; CBS Considering Successor

HARRY C. BUTCHER, CBS vice-president in charge of Washington activities, has been called for active duty June 1 as a lieutenant commander in the Navy, relinquishing his CBS position for the duration. A naval reservist since 1938, Comdr. Butcher has received orders to report to the Office of the Director of Naval Communications, Washington, for duty at the headquarters office for the time being.

Designation of Comdr. Butcher's successor has not yet been announced by CBS, though the matter was discussed last week with President William S. Paley. Paul W. Kesten, CBS vice-president and general manager, is on leave and the appointment will await his return next week. It is expected a CBS executive either from New York or from the field will be assigned to the Washington post until Comdr. Butcher's discharge from active duty.

Wide Acquaintance

Comdr. Butcher earlier this year had served a brief tour of active duty in the Navy to familiarize himself with operations. Capt. Joseph E. Redman is Director of Naval Communications and Comdr. Butcher will be assigned to his office. His precise assignment has not been announced.

Comdr. Butcher joined CBS in 1930 as its Washington director. Two years later when the network acquired WJSV under lease, he became its directing head also. Since 1934 he has been Washington vice-president. He is reputed to number among his intimate and personal friends more men high in Washington officialdom than perhaps any other man in radio.

While Comdr. Butcher is assigned to Washington headquarters, it is presumed he will be available for consultation by CBS. Mefford R. Runyon, senior CBS vice-president in charge of stations, will take over Comdr. Butcher's duties as a member of the Domestic Broadcasting Committee of the Defense Communications Board, on which he has been an alternate. A. D. Willard Jr., general manager of WJSV, will continue in that capacity, and Kenneth Yourd, CBS Washington counsel, will take over certain of the Government contact duties, particularly in connection with maintenance and supplies through War Production Board. He recently succeeded Paul Porter, now an assistant director of the Office of Price Administration.

COMDR. BUTCHER

Until Comdr. Butcher's successor is named, policy matters will be cleared through the executive staff in New York. Edward Klauber, chairman of the Executive Committee, who has directed CBS long-range policies, is frequently in Washington, particularly in connection with current hearings on the Sanders Bill before the House Interstate & Foreign Commerce Committee. Mr. Kesten has been in Arizona for the last week and plans to spend another week vacationing.

Big Kellogg List

KELLOGG Co., Battle Creek, has placed one-minute transcribed announcements on over 100 stations starting June 1 for 13 to 20 weeks and promoting Rice Krispies. Announcements are produced on a miniature program basis with 30 seconds of music and 30 seconds of commercial. J. Walter Thompson Co., Chicago, is agency.

Drop Damrosch Series

WALTER DAMROSCH's program, *Music Appreciation Hour*, BLUE educational program, which went off the air May 1, at the start of the school vacation period, will not be heard in the fall. One reason given is the difficulty of maintaining a full orchestra personnel.

BABBIT'S BUSINESS BOOSTED BY RADIO

SALES of B. T. Babbit's products on the West Coast have increased substantially since the recent start in the Pacific area of the company's radio program *David Harum*, also heard on both NBC and CBS five times weekly in the East, according to Duane Jones, president of the Duane Jones Co., New York, Babbitt Agency.

Mr. Jones returned last week from a trip to Los Angeles with Alan Mendleson, executive vice-president and general manager of Babbitt, during which they investigated production and packaging for Babbitt's plant at Vernon, Cal., which manufactures Bab-O and other cleansing products for West Coast distribution.

Advertising for Babbitt will continue without reduction, Mr. Jones stated, arrangements having been made at the Vernon plant to convert to cardboard packaging with metal tops and bottoms. In connection with the new packages, a premium offer is now in preparation at the agency for promotion on the *David Harum* program on both coasts.

SCHUDT RETURNS TO CBS JUNE 8

WILLIAM A. SCHUDT Jr., for the last two years manager of the transcription division of Columbia Recording Corp., CBS subsidiary, will return to the network June 8 in an executive capacity. Robert J. Clarkson, who came to CRC from the WOR transcription department in 1940 and has worked with Mr. Schudt on sales and policy, takes over as manager of the division June 1.

Mr. Schudt

Exact position Mr. Schudt will assume at CBS was not made public last week, but it was learned he will report to H. V. Akerberg, vice-president in charge of station relations. Move is believed to be part of a realignment plan now in the works at CBS and expected to be announced shortly.

Mr. Schudt is a CBS veteran, leaving his newspaper work to join the network, shortly after its formation as a news and public relations man. In 1931 he was made head of the CBS television department and after two years of experimenting with this infant art was sent to Charlotte as manager of WBT, CBS M & O station in that city. In 1938 he transferred to another of the network's stations, WKRC, Cincinnati, and when CBS sold it he returned to New York.

Ten-B-Low Spots

TEN-B-LOW Co., Columbus (ice-cream concentrate), has placed one-minute dramatized announcements seven and 14 times weekly for 13 weeks on WBZ WCAU WLW WNAC WOKO WOR WTAM. Agency is Ralph H. Jones Co., Cincinnati.

ASCAP Explains License Procedure

Possibility of Justice Dept. Legal Action Is Foreseen

POSSIBLE reopening of the litigation against ASCAP because of purported violation of the consent decree entered into with the Dept. of Justice last year relating to performance licensing procedure was indicated last week unless ASCAP ceases alleged attempts to prevent members from issuing individual performance licenses to broadcasters.

This turn was reported following a conference May 25 of ASCAP officials with Holmes Baldridge, chief of the litigation section of the Dept. of Justice anti-trust division. John G. Paine, ASCAP general manager, and Herman Finkelstein, ASCAP counsel, conferred with Mr. Baldridge, chief aide to Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, who last month had asked ASCAP for an explanation of charges of consent decree violation [BROADCASTING, May 25].

While no formal word came from the Department regarding the conference, it was learned that if the acts complained of actually had occurred, they would be construed as in violation of the consent decree under which ASCAP definitely agreed to refrain from specified practices in regard to licensing and performance of work of its members.

Refusal to Comment

Mr. Baldridge left Washington immediately after the conference for an inspection of anti-trust division branch offices.

Upon their return to New York, the ASCAP representatives declined to discuss details of the conference beyond saying that Mr. Finkelstein is preparing a memorandum for the Department, outlining ASCAP's position in the matter. Mr. Paine asserted he was "pleased with the reception we received and with the sympathetic attention given by the Dept. of Justice to the problem". He expressed the feeling, however, that any statement at this time should come from the Department officials.

It is presumed no decision will be made until Mr. Finkelstein submits his report and the matter is considered further by Assistant Attorney General Arnold and Mr. Baldridge. The Department's contention is that gratuitous licensing of performance rights by ASCAP writers is specifically provided for under the consent decree. ASCAP, on the other hand, contended that under its contracts with its writers, licenses cannot be issued direct or through competitive companies.

HOLLAND ENGLE, former announcer and account executive of Milwaukee, and before that radio director of the Chicago office of Erwin, Wasey & Co. and program director of WBBM, Chicago, has joined the announcing staff of WGN, Chicago.

Holland Furnace Discs

HOLLAND FURNACE Co., Holland, Mich., through its newly appointed agency, Stack-Goble Adv. Agency, Chicago, on June 8 will start *The Dealer & Dreams*, transcribed quarter-hour three days weekly for 13 weeks on WGN, Chicago; KMOX, St. Louis; KDKA, Pittsburgh; WLW, Cincinnati; WJR, Detroit. The program will promote general furnace repair service and early ordering of fuel.

Chemical Series

MERRITT CHEMICAL Co., Greensboro, N. C., through its newly-appointed agency, Redfield-Johnstone, New York, is starting an extensive spot campaign in five southern States where the firm distributes its medicated foot and skin powders. On June 1 one-minute announcements will start on a 22 weekly basis on WGBG, Greensboro, and WMFR, High Point, N. C. Theme will be the "Merritt Minute Man" and the campaign will be extended later in June to stations in Florida, Virginia, South Carolina and Georgia.

WPB Asks Information On Vinylite Requirement

AVAILABILITY of Vinylite for use by the transcription industry in the month of June remains the same as that provided in May. As predicted [BROADCASTING, May 25] the supply earmarked for use by the phonograph record industry has been reduced. Although War Production Board officials declined to reveal the extent of this reduction, they explained that the reduction was necessary to prevent the use of the substance as a replacement for shellac.

It was stated at the WPB that word of industry uncertainty resulting from the month-to-month allocation of the critical material has been reported in BROADCASTING, but little representation of needs has been made to them. Since the men who supervise allocation are technical men for the most part they make no pretense of their ignorance of industry needs and frankly admitted they would like to have the complete picture of industry needs presented.

MBS Files Reply In Damage Action

Answers RCA-NBC Demands For Specific Information

LITIGATION against the major networks pending before the Federal District Court in Chicago in suits filed both by the Dept. of Justice, alleging violation of the anti-trust laws, and by MBS against RCA-NBC, seeking $10,000,000 in purported triple damages, moved along another notch last week but with no immediate indication of trial. Thus far, only preliminary pleadings have been filed.

MBS, in its triple damage suit against RCA-NBC, submitted a brief last Monday in answer to the defendant's request for a bill of particulars. The request, filed April 29, had asked MBS to provide specific information as to which stations were allegedly damaged and "when and where and by whom" the allegations occurred. The information is necessary, RCA-NBC had contended, so a detailed answer can be drafted to the MBS charges. MBS, on the other hand stated in its answer that the essential requirements of a complaint charging violations of the Sherman anti-trust act have been fulfilled and that MBS allegations are open to proof upon trial.

Further Delay Seen

It is thought the MBS case will not come up for trial for some time, particularly since it is premised upon the Dept. of Justice suit alleging anti-trust act violations.

NBC and CBS last Tuesday were granted a two-week extension to answer the Government charges, or until June 9, in the light of the pendency of the jurisdictional case bearing on the FCC network-monopoly regulations in the Supreme Court. Both cases have been assigned to Judge John P. Barnes.

NBC has retained Edward R. Johnston, Chicago attorney, in both the Government and MBS suits. John T. Cahill, chief counsel of RCA-NBC in New York, and Joseph A. McDonald, Chicago, are also active in both cases. Keith Masters, of the Chicago firm of Kirkland, Fleming, Green, Martin & Ellis, is MBS chief counsel.

Foreign Tongue Code Group Heeds Fly And Refuses NAB Office Space Offer

ANOTHER indication of the hopelessly strained relations between FCC Chairman James Lawrence Fly and the NAB came to light last week in connection with efforts of the newly-formed Foreign Language Broadcasters Wartime Control Committee to establish headquarters in Washington.

At a meeting with Chairman Fly last Tuesday, it has been reported from several quarters that the FCC head served notice he would have nothing to do with the group if it became identified in any way with the NAB. Word had permeated radio circles in Washington that the chairman charged the NAB with being dominated by CBS and that he would wash his hands of the whole project if the foreign group associated itself with NAB or any other association of broadcasters.

From Two to One

The chairman, long at loggerheads with the NAB and its president, Neville Miller, in the past has charged the association with being dominated by "two New York corporations" and on occasions has mentioned them by name as NBC and CBS. His reference only to CBS on this occasion was seen as a revision growing out of NBC's refusal thus far to accept active membership in the NAB, pursuant to amended by-laws adopted at the annual convention in Celeveland last month.

The foreign language group, interested in the welfare of some 200 stations which carry such programs, is preparing to send out to all stations a detailed questionnaire dealing with their operations, together with a code of practice designed to afford maximum protection against subversive activity or propagandizing in foreign tongues. The whole matter was discussed not only with Chairman Fly, but informally with J. Harold Ryan, assistant director of censorship.

Chairman Fly, it was reported, agreed to issue a statement or letter to foreign-language stations supporting the self-regulation move, but pointedly inferring stations which do not comply will feel the FCC's wrath. He definitely said, however, that if the foreign-language group associated itself with the NAB or any other trade association, he would not collaborate, according to reliable sources.

Reads Riot Act

With Mr. Fly at the Tuesday conference was Nathan David, FCC attorney and head of the defense and inquiry section of its law department. Representing the foreign station committee were Arthur Simon, WPEN, Philadelphia, and Griffith Thompson, WBYN, New York, co-chairmen; and Lee Falk, radio chief of the foreign language division of the Office of Facts & Figures.

After the one-hour session, the group visited Mr. Ryan and consulted with him on censorship aspects. Mr. Ryan is interested in the proposed code in connection with impending revision of the voluntary broadcasters code expected within the next few weeks. The original code, promulgated Jan. 16, dealt only in a general way with foreign language stations operations, and it is expected the revised document will be expanded considerably in that regard.

Both Broadcasters Victory Council and NAB, it is understood, offered office space and facilities to the foreign group. The BVC accommodations, however, were regarded as less desirable than NAB because of limited space and office facilities. NAB, on the other hand, had ample space and secretarial help. This was explained to Chairman Fly at the Tuesday conference. Then he loosed his condemnation, it was reported.

The interview would have lasted only a few minutes, it was said, if the committee co-chairmen had not agreed promptly to get office space independent of any industry trade group.

As BROADCASTING went to press, the foreign group had not made final arrangements on any Washington office.

XUM

FCC Places Bans On Radiotelegraph

Ease of Outside Monitoring Cited in Closure Order

CLOSURE of all public domestic point-to-point radio telegraph circuits within the Continental limits of the United States was ordered last Thursday by FCC-DCB Chairman James Lawrence Fly, acting for the DCB.

The order becomes effective June 30 with the provision made that upon proper showing to the FCC that a particular circuit is necessary to meet a "vital public need" the DCB will "seek ways and means to meet that need".

Censorship Problem

Reason for the closure order, it was said, arises from the fact that transmission of private messages over domestic radio circuits can be heard and easily monitored outside the United States and that possible censorship of these circuits has been "deemed insoluble within reasonable limits of available man power and funds".

It was also stated that in many instances the nature of private messages over the radio circuits can give information of value to the enemy. It was added that in any event "the censorship which would be necessary if these circuits remained would involve a delay in transmission not necessarily found in the case of domestic wire circuits."

If any particular circuits are permitted to remain in business, Mr. Fly said, "it will follow as a matter of course that they will be effectively censored." Routine precautionary measures, including monitoring by the FCC Radio Intelligence Division, will continue in any case, it was said. The newly-created Intelligence Division is headed by George Sterling [see story on page 13].

Not affected by the DCB order are the coastal and ship-to-shore radio stations which are under control of the Navy.

Eleven companies, operating 80 stations, will be affected. They are: RCA Communications, Mackay Radio & Telegraph Co., Globe Wireless Ltd., Press Wireless Inc. (press only), Radiomarine Corp. of America, Central Radio Telegraph Co., Michigan Wireless Telegraph Co., Wabash Radio Corp., Pere Marquette Radio Corp. and the Western Radio Telegraph Co.

Soldier Letters Watched

DISAPPROVAL of correspondence between soldiers and civilians unknown to them was announced by the War Dept. last week. Army officials will, under no circumstances, sanction any plan to encourage or promote such correspondence. In making this fact public, the War Dept. did not overlook the kindly motives of many but pointed out the opportunity for abuse by unscrupulous persons.

Vast New Strides for Radio After War Foreseen by Trammell in DePauw Talk

"RADIO IS FREE and must be kept that way," Niles Trammell, president of NBC, declared in delivering the commencement address to the 1942 graduating class of DePauw U, Greencastle, Ind., May 31. The school awarded Mr. Trammell an honorary Doctor of Laws degree.

Mr. Trammell

Pointing out that "the first act of dictators, intent on enslaving their own peoples or conquering others, is to seize control of broadcasting stations, "Mr. Trammel contrasted the American System of broadcasting with the "government-owned, government-controlled or government-subsidized broadcasting in other parts of the world.

An Arm of Education

"We who are in positions of responsibility in broadcasting," he stated, "are keenly aware of the vital necessity for preserving our democratic rights of free discussion. We must guard with all zeal against those abuses of speech which incite disunity and which endanger the national goal of victory. Broadcasting must not be used to stir up racial and religious bigotry, to drive a wedge between the laborer and the employer or to create distrust.

"Radio broadcasting in our country has justified itself fully as an instrument of common understanding in peace and of unity in war. Radio is a great arm of education, adding much to man's ability to learn, to think, and to form his own judgments. In a period where truth has been perverted, where the lie spreads with incredible speed, our system of radio communication has served as a widespread and instantaneous medium for counteracting harmful enemy propaganda.

"Radio's job to a large extent is to help make people shockproof. The morale of the American listener must be such as will prepare him for any contingency. We are a people who can take it. The American public with every advantage of observation and information knows that it cannot cheer itself to victory. It knows that bombast is no substitute for bombers. Radio has the serious job not only of informing and inspiring, but of awakening those whom apathy and complacency may have put to sleep.

"I am confident that with peace we shall enter a new era in the radio transmission of sight and sound," Mr. Trammell continued. "I am confident that we shall make new strides in the use of radio devices which will make all that has been done seem small by comparison. New products and services growing out of radio's wartime efforts not only will be of great benefit in themselves, but will provide new employment for men, money and machines. Broadcasting will be one of the elements to contribute to the stabilization of our post-war economy.

After the War

"Straining at the leash will be television with tremendous possibilities as a post-war industry. It has already become an art, with distinct technical standards and practices. What it will mean to equip a nation with the electronic eye in addition to the electronic ear can hardly be expressed in terms of dollars and material. It must be thought of in terms of opportunity.

"On the world stage, possibly the most dramatic role which radio may have the opportunity to play will come with the peace that must follow this war. It requires no vivid imagination to foresee the role that radio might play during a period when a world peace based upon negotiations openly arrived at and built upon the freedoms of the Atlantic Charter, is achieved.

"Broadcasters could have their microphones at such a conference, and the discussions and decisions there arrived at could be carried to the firesides of all peoples. Such a peace would reflect the will and the humanity of the people, not the ambitions of governments. Under the spotlight of radio, secret bargainings and the wiles of diplomacy could not well operate."

LOCATED BY RADIO

Canadian Station's Listeners Trace Lost Plane

RADIO rescue provides the plot of a real-life story from Canada. On May 24, RCAF officials in Ottawa called CJKL, Kirkland Lake, Ont., to obtain the station's cooperation in locating a heavy bomber missing on a flight from Ottawa to Winnipeg. At 2 p.m. that day first announcements urged residents to be on the lookout for the plane.

Calls began to come in immediately to say that the plane had passed over and with this information the station officials were able to plot the probable location of the plane within a 50-mile radius. On the following day a call from the Northern Ontario Power Co. exclusively informed the station the plane had made a forced landing within 20 miles of the station.

After traveling 12 miles by car a searching party composed of Al Rogerson, manager; Duke McLeod, chief features announcer; Tom Watson, chief engineer, and an official of the Northern Ontario Power Co. was stopped by dense bush, swamp and muskeg. Proceeding the rest of the way on foot they found the flyers in fair physical condition after two days and nights of exposure and returned with them to Kirkland Lake.

R. J. REYNOLDS TOBACCO Co., Winston Salem (Camels), has taken the CBS 10-11 p.m. spot, Friday, for a new variety show, *Camel Caravan*, starting July 10 on some 90 stations. Program will feature Herb Shriner, comedian travelling with the Army unit of the show, and Xavier Cugat's orchestra.

Worthington Lent Made Dr. Jolliffe's Assistant

WORTHINGTON C. LENT, director of development and research of NBC in Washington on June 1 becomes assistant to Dr. C. B. Jolliffe, chief engineer of RCA and assistant to RCA President David Sarnoff. Mr. Lent will remain in Washington headquarters and will be available for engineering work to both NBC and the BLUE Network, which are wholly owned subsidiaries of RCA.

Mr. Lent

With NBC since 1935, Mr. Lent was allocations engineer in Washington until last August, when he became director of development and research in the stations department under William S. Hedges, vice-president. Prior to joining NBC, he conducted his own company, General Communications Labs., in Ridgefield Park, N. J., and before that was with Bell Telephone Labs.

Scripps in Air Force Stationed in Washington

WILLIAM J. SCRIPPS, general manager of radio of the *Detroit News*, which operates WWJ and W45D, FM outlet, last week was notified of his appointment as a first lieutenant in the Army Air Force and ordered to report for duty in Washington. He will be assigned to the communications branch of the Air Force ground service.

Lt. Scripps

Mr. Scripps' brother, Robert Warren, expects to be called to active duty in the Navy soon. Both are sons of William E. Scripps, president of the Evening News Assn., publisher of the *Detroit News* and operator of the stations. Lt. Scripps, a former radio amateur, inaugurated operation of WWJ in 1920, the successor to his "ham" station.

WTAG Names Krueger For Commercial Post

APPOINTMENT of Herbert L. Krueger as commercial manager of WTAG, Worcester, to succeed George H. Jaspert, was announced May 27 by E. L. Hill, managing director of the station. Krueger has been sales promotion manager and market research director of the station and its affiliated newspapers, the *Worcester Telegram & Gazette*. He will assume his new post June 1.

Mr. Krueger

He joined the organization in 1937 as an assistant in the business office in charge of research and sales promotion. Earlier he worked on several midwestern newspapers and worked with Dr. George Gallup from 1931 to 1933 on reader interest and public opinion studies.

WHN's FM Outlet Will Debut June 1

W63NY to Air Dodger Games For Old Gold Cigarettes

W63NY, new FM station of WHN, New York, begins operations June 1 as the fourth commercial FM station in the city. Operating on 46.3 mc. from 2 to 9 p.m. daily, the new station will devote most of its time on the air to classical and semi-classical transcribed music, but will also carry the daily broadcasts of the Brooklyn Dodger baseball games by Red Barber and Alan Hale. These baseball programs are broadcast on WHN, sponsored by P. Lorillard Co. for Old Golds, and will have the same sponsor on W63NY.

News summaries are broadcast four time daily as are special events and other outstanding program broadcasts of WHN.

Transmitter of W63NY is located at Cliffside, N. J., adjacent to Palisades Amusement Park, the 280-foot tower rising to 530 feet above sea level. Station has a coverage radius of 69 miles and a service area of 8,500 square miles. Equipment is Western Electric throughout.

Station begins operation with 1,000 watts and will be boosted to its authorized 10 kw. probably in the fall, according to Herbert L. Pettey, director of both WHN and W63NY. Entire construction was supervised by Paul Fuelling, chief engineer of WHN, who also heads the engineering staff of W63NY.

Richard Dorf, recently on the announcing staff of W71NY and formerly with WHN as well as WNYC and WOV, all New York, has rejoined the WHN staff to assist Fred Raphael, program director, in handling programs for the new FM station. Many of the programs of W63NY will originate in studios in the transmitter building. However, telephone lines have been installed between the transmitter and the WHN studios in Times Square.

Station is opening without fanfare in keeping with government requests for wartime curtailment of such activity, Mr. Pettey said, adding that the station will be formally dedicated at some future date.

Marlin to Resume

MARLIN FIREARMS Co., New Haven, is planning to resume spot announcements for its razor blades sometime in July, using about 60 stations in major population centers throughout the country. Theme of the campaign will revolve around conservation and care of razor blades during the present emergency, it is understood. Agency is Craven & Hedrick, New York.

T. V. HARTNETT, president of Brown & Williamson Tobacco Co., accompanied by Freeman Keyes and Tom Wallace, president and vice-president, respectively, of Russel M. Seeds Co., Chicago agency, were in Hollywood during the past week to discuss fall radio plans.

1892 C. Roy Hunt 1942

C. ROY HUNT, general manager of KOIN and president of KALE, Portland, Ore., died May 21 at the Community Hospital, Riverside, Cal., after a prolonged illness.

Mr. Hunt had been in critical health for some time, necessitating a major operation at Rochester, Minn., last October. He went to Palm Springs to recuperate, but a second operation became necessary. He failed to rally.

He is survived by his widow and a son, Roger, active in the broadcasting business in Sacramento. Mrs. Hunt is the sister of Theodore Kooreman, manager of KALE. Funeral rites took place May 27, with a service in Portland and interment at Salem, Ore. KOIN and KALE observed brief silent periods the day of Mr. Hunt's death.

Tribute by Myers

One of the major builders of broadcasting development in the West, Roy Hunt joined KOIN in 1929 after having served as manager of KXL, Portland. Before that, he was with KLZ and KFXR in Denver. He also had been interested in the manufacture of radio equipment prior to his entry in the broadcasting field.

C. W. (Chuck) Myers, KOIN president and close associate of Mr. Hunt through many years, said "Roy Hunt is missed by thousands, both in and out of the radio industry. That's putting it mildly. His loss will be felt by all who knew him."

Mr. Myers largely attributed KOIN's success to Mr. Hunt's ability, personality and untiring devotion to radio. In 1929, KOIN operated with 1,000 watts as an independent. The station became affiliated with CBS in 1931, and Mr. Hunt shared in guiding it to its present status as a 5,000-watt, 24-hour-a-day operation.

A California native, born March 16, 1892, at San Miguel, Roy Hunt studied law at the U of California, but entered up a merchandising career upon completion of his schooling. A diligent worker all his life, he turned a few years ago to horses as a hobby and soon became a prominent figure in tanbark circles. Among several famous horses in the Hunt stables was The Dictator, which he rode to an international grand championship in the walk-trot class. When The Dictator was retired a year ago, both horse and trophy were presented by Mr. Hunt to his wife.

Mr. Hunt was a Mason and a member of the University Club of Portland and the Advertising Club.

Proposed Anti-Trust Law Suspension Not to Halt Pending Government Suits

LEGISLATION to suspend the anti-trust laws for the duration and for six months after the war, if enacted, would have no automatic effect upon the pending anti-trust suits of the Government against RCA-NBC and CBS directed against network-affiliated contracts and other former and prevailing relationships, according to Senator Van Nuys (D.-Ind.) chairman of the Senate Judiciary Committee.

Hearings were begun last Thursday before a Senate subcommittee headed by Senator O'Mahoney (D-Wyo.) to suspend the anti-trust laws to help in the prosecution of the war. Senator Van Nuys asserted that practically all top Government officials identified are in favor of such legislation.

The Dept. of Justice anti-trust suits, filed at the turn of the year in Chicago, Senator Van Nuys said, would in no way be immediately affected, since the proposed statute would not be retroactive and would not affect any pending suits.

Answers to the suits, after a series of postponements, were due May 26 but Federal District Judge John P. Barnes allowed a postponement until June 9 because of the pendency of the litigation in the Supreme Court on the FCC's chain-monopoly regulations.

The RCA-NBC and CBS answers in the Chicago suits—which have alleged violation of the Sherman anti-trust laws to divest networks of purported domination of broadcasting—largely will be premised upon the action of the highest tribunal, it was indicated. The court is expected to render its decision June 1 or June 8, preparatory to its summer recess. The appeal was from the three-judge court in New York purely on jurisdictional grounds. If the highest court decides the three-judge court erred in upholding the FCC's contention that the networks had sought to litigate prematurely, then the whole case will be remanded to the New York tribunal for trial on the merits. If, on the other hand, the Supreme Court sustains the lower court in finding lack of jurisdiction, it is expected the networks will seek to litigate elsewhere.

Up to the WPB

The anti-trust legislation simply would formalize the exchange of memoranda between heads of Government agencies identified with war production and President Roosevelt, dealing with the same matter. Under this exchange, it was agreed that the head of the War or Navy Dept., or the War Production Board, could certify to the Attorney General that a particular company was engaged in vital war production and that therefore the anti-trust laws should be suspended to avoid impeding the war effort.

Senator Van Nuys said it would be up to Donald Nelson, as WPB head, to determine whether an industry is specifically engaged in war work and was essential to the war effort. If, in the case of the networks, Mr. Nelson should make such a determination, the proposed legislation would suspend any future litigation against the networks for the duration, plus six months.

Senator Van Nuys, apropos radio, said the Government was fully aware of the "morale and propaganda value of radio". He declared, however, that the determination regarding future anti-trust legislation would rest entirely with Mr. Nelson, or the heads of the Army and Navy.

Fitch to Switch

LISTENERS this summer to the NBC *Fitch Bandwagon* will have a chance to nominate their favorite bandleaders as guests for the Sunday evening series with the inauguration by Tobe Reed, m.c. of the program, of a contest to determine which 13 orchestras will be invited to appear on the series. Name bands and orchestras performing in radio stations are excluded, and listeners are asked to send in votes for bands which have had no national build-up, but are favorites in their own communities. Agency for the show is L. W. Ramsey Co., Davenport, Ia.

New Clapper Series

RAYMOND CLAPPER, Scripps-Howard columnist and BLUE commentator, will start a series of broadcasts on BLUE, Thursday, June 18, 8:45-9 p.m., occupying the spot held by Dorothy Thompson, BLUE commentator, who goes off the air June 11, with the expiration of a contract by her sponsor, Trimount Clothing Co., New York. Clapper will discontinue his Friday and Sunday night commentaries heard at 9:45 p.m. on BLUE. His Friday night programs will be extended for two more broadcasts, June 5 and 12.

XUM

Heavy Goods Firms Keep Brands Alive

General Motors, Studebaker, Allis-Chalmers Air Plans

AUTOMOBILE and other manufacturers of heavy consumer goods are rediscovering the value of radio in keeping their brand names alive through the war and as well as performing a public service.

General Motors Corp., Detroit, in addition to its full-hour network shows *Cheers From the Camps*, which starts June 9 on 115 CBS stations, is understood to be preparing a weekly quarter-hour transcribed series to be placed on stations in the various cities where GM plants are located. Format of the transcribed morale program to be placed, it is understood, on approximately 40 stations, has not been announced, but it is indicated there will be some local tie-in. Campbell-Ewald Co., Detroit, is directing the account.

Allis-Chalmers Spots

Allis-Chalmers Mfg. Co., Milwaukee, manufacturers of farm equipment, has placed thrice-weekly one-minute spot announcements urging purchase of War Bonds on 40 stations for nine weeks between June 1 and 15. The stations are: KGNC KSL KFBI KTSA KMJ WWL WHO WREC KFAB KFSD WDZ KQW KGW KFPY KRLD WIBA KOMO WSM WEW KFEQ KGHL WNAX WKY WTAQ WTAD WIBW WLS WLW WCBS WFMD. Agency is Bert S. Gittins Adv. Co., Milwaukee.

Meanwhile Studebaker Corp., South Bend, through Roche, Williams & Cunnyngham, Chicago, has been continuing on a month-to-month basis its five-minute and quarter-hour programs of news and sportscasts on 76 stations. Plans are said to be under consideration for the continuance of current schedule.

Axton-Fisher Will Test New Product in Florida

AXTON-FISHER TOBACCO Corp., Louisville, will test its new cigarette, All Americans, starting June 8 with chainbreaks in Tampa, Miami and Jacksonville, Fla. on three unannounced stations. Florida was chosen as a test State, it was explained, because of the absence of State tobacco tax. The cigarette, a king size with 24 in a package, has been in preparation since last year [BROADCASTING, Dec. 1, 1941], and the company has solved pre-marketing packaging difficulties which held up the introduction for some months.

If the Florida tests are successful, it is understood the product will be groomed as a potential competitor of the "big five", and radio is expected to play an important part in the advertising plans. Blackett-Sample-Hummert, Chicago, which also handles Spuds, another Axton-Fisher product is agency for All Americans.

LYSOL ON THE AIR—AND QUICK

Decides at 11 a. m. to Use Spots in Flood Area, Gets Action in an Hour

By FRED STOUTLAND
Radio Department
Lennen & Mitchell, New York

LAST WEEK, when Lehn & Fink Products Co., for Lysol disinfectant, ran a series of one-minute spot announcements over stations in the flood areas of Eastern Pennsylvania, a timebuyer had a chance to see an example of how quickly radio can get an advertiser's message to radio listeners.

People in radio are generally well aware of what a fast moving medium it is. On-the-spot news programs and special-event broadcasts have accustomed them to its lightning-like speed. However, in the more prosaic field of timebuying it is only rarely that an opportunity to feel radio's fast-moving pulse is presented.

Everyone knows about the series of floods which swept across Eastern Pennsylvania early last week. They also know about the mud and germ-laden filth left by the receding waters in homes, stores, factories, and farms throughout the stricken areas. One of the most serious dangers of floods is the risk of infection and epidemic which may follow as a result of contaminated flood waters. And so Lysol decided to go on the air over a two-day period with announcements instructing listeners in the flood areas about the measures to be taken against the dangers of infection and epidemic.

At 11 o'clock on Tuesday morning the radio department of Lennen & Mitchell received word that Lysol wanted to run the announcements starting immediately in the Scranton, Allentown and Easton areas. By 11:30 we had the spots selected from a list of availabilities and the copy was on the teletype. Listeners in the flood areas heard the first one-minute announcements shortly after noon, less than an hour-and-a-half after we got the word to go ahead on the campaign.

BUFFALO PETITIONS SET FOR HEARING

TO INQUIRE into a purported "reversionary clause" in old contracts covering acquisition of WKBW and WGR, Buffalo, renewal applications of the stations were designated for hearing last Tuesday by the FCC. The stations, licensed to Buffalo Broadcasting Corp., were given temporary extensions pending determination of the renewals.

The stations have been operated by BBC for more than a decade, having been acquired originally from the Churchill Evangelistic Assn. Inc., under a lease and purchase arrangement. It is this transaction, it is understood, that the FCC proposes to look into, it having been contended that there had not been disclosed to the Commission the full terms of the contract under which one or both of the stations might revert to the original licensee under certain conditions.

The FCC for several years has held that contracts having clauses whereby former licensees could reacquire the facilities are not in compliance with the statute. Litigation involving both KSFO, San Francisco, and WAPI, Birmingham, were founded largely on reversionary clause provisions.

According to FCC records, WGR was assigned from Federal Radio Corp. to WGR Inc. in 1929, and to BBC in 1930. WKBW was assigned from the Churchill Assn. in 1930 to WKBW Inc., and to BBC the following year.

More Bonds for WTIC

A TELEGRAM to Secretary of the Treasury Henry Morgenthau Jr. from Paul W. Morency, general manager of WTIC, Hartford, has announced that the entire station's staff of 74 persons has pledged an average of more than 10% of their income to the purchase of War Bonds through salary deduction. This is in addition to the purchase of one or more bonds which the members of the staff subscribed for in January.

BOY COMMANDOS organized by the Buffalo Broadcasting Corp., operator of WGR and WKBW, are "inducted" as privates in the stations' drive to sell war stamps and bonds. The induction was conducted by Maj. Winston V. Morrow on the newly formed Commando Corps' weekly program, *Court of Honor*, and was witnessed by Edward H. Letchwoth, representing the Treasury, and Edward Schwartzenberg, on behalf of the mayor. According to the total amount of war savings sales made by each lad, the young commandos are raised in rank in the Commando Corps and the promotions are conferred during the weekly broadcast.

QUAKER PLANNING SUMMER ACTIVITY

QUAKER Oats Co., Chicago, will be active in summer radio with tests of one minute singing announcements for Muffets six times a week on WBEN, Buffalo; WCAE, Pittsburgh; KLZ, Denver; WEEI-WNAC, Boston. The company has also placed five-minute transcribed program for Aunt Jemima pancake flour three times a week on WEAF and WOR, New York; KNX, Los Angeles and once a week on KFI, Los Angeles.

For the first time, Quaker is continuing its network radio throughout the summer with *That Brewster Boy* on 67 CBS stations Wednesday, at 7:30-8 p.m., promoting Sparkies during May, June and July instead of Quaker Oats.

In the meantime the one-minute, two-minute and five-minute transcribed programs have been promoting Sparkies for the past three months on the following stations: WBAL WFBR, Baltimore; WEEI WBZ WNAC WAAB WORL, Boston; WAIT WBBM WLS WJJD WGN WMAQ WCFL, Chicago; WWJ WXYZ WJR, Detroit; WEAF WABC WJZ WOR WMCA WQXR WNEW, New York; WGAR WTAM WHK WCLE, Cleveland; KYW WCAU WIP WFIL, Philadelphia; WCAE WJAS KQV KDKA, Pittsburgh; KHJ KECA KMPC KNX KFI, Los Angeles; KFRC KSFO KYA KQW KPO KGO, San Francisco. These announcements will expire within the next few weeks.

Agency for Muffets and Aunt Jemima pancake flour is Sherman K. Ellis, Chicago, for Sparkies and Quaker Oats, Ruthrauff & Ryan, Chicago.

Headliners to Select 1942 Series of Awards

PLANS are near completion for the ninth annual Headliners' Frolic sponsored by the Press Club of Atlantic City to be held this year on June 26-28, with headquarters in the Claridge Hotel. The National Headliners' Club will again honor outstanding achievements in the radio, newspaper, newsreel, cartoon, news photography and allied fields with the presentation of silver plaques to the winners to be made during a broadcast June 27 at the Claridge Hotel, to be carried by CBS.

Judges who will select the winners will meet in Atlantic City June 6-7. The judges' board includes Don Rose, *Philadelphia Bulletin;* Andrew Bernhard, *Brooklyn Eagle;* W. P. Montague, Paramount News; Arthur Robb, *Editor & Publisher;* Melvin Christenson, Washington AP Bureau; Cliff Prevost, president of National Press Club and Washington correspondent of the *Detroit Free Press;* Breton Gardner, professor of journalism at Pennsylvania State College; Walter Rundle, UP promotion manager; Martin McEvilly, picture editor of the *New York Daily News;* Fred Gainsway, *Jersey Journal;* Jack Ostreicher, INS, New York.

JACK JOHNSTONE, director of "The Perfect Crime" series on NBC's *Johnny Presents* program, has just written his first book, a collection of short stories based on psychic phenomena and titled *Who Knows?*

Sterling Is Appointed to Head Intelligence Division of FCC

Comdr. Webster Called to Post With Coast Guard; Krebs Chief of Safety & Special Service Unit

CREATION of the Radio Intelligence Division of the FCC's engineering department, with George E. Sterling, chief of the former National Defense Operations Section, elevated to the status of assistant chief engineer in charge, was announced last Tuesday by the FCC.

Comdr. Webster

The change was effected coincident with the call to active service of Comdr. E. M. Webster as chief of communications of the U. S. Coast Guard, a post he held prior to his retirement from the service to join the FCC engineering department.

Long Federal Careers

Comdr. Webster has been assistant chief engineer and chief of the Safety and Special Services Division of the engineering department. In the latter capacity he is succeeded by William N. Krebs, who has been acting assistant chief and chief of the maritime unit of the division.

The two new appointments become effective June 1 and continue for the duration. Comdr. Webster, as in the case of other FCC employes called to active duty, will return to his regular post after discharge from armed service.

Mr. Sterling, a 20-year man in Government radio, has headed the National Defense Operations Section of the field division since before the outbreak of the war. The Commission raised the status of the section to a division and changed its name, because of the "vital importance" of its work. Mr. Sterling, under supervision of Chief Engineer E. K. Jett, directs the operation of 101 monitoring stations in the Intelligence Division and has a staff of 700 employes. It is by far the largest branch of the FCC.

Mr. Sterling's regular assignment is that of assistant chief of the field division, headed by William D. Terrill. In his new capacity as assistant chief engineer, he will draw $7,500 a year. Mr. Krebs, as chief of the Safety & Special Services Division, will have a P-7 status at $6,500 a year. The executives will revert to their regular status upon conclusion of the war, all other things being equal.

Comdr. Webster succeeds Capt. J. F. Farley as chief of Coast Guard communications. As such, he will become the Coast Guard member of the coordinating committee of the Defense Communications Board, top advisory committee of that wartime policy-making body. He also will serve as alternate for Herbert E. Gaston, assistant secretary of the Treasury, member and secretary of DCB. Capt. Farley has been elevated to an important Coast Guard assignment. Comdr. Webster was appointed assistant chief engineer of the FCC in 1938, as successor to Lt. Jett, who previously had been promoted chief engineer. A veteran of 26 years active service in the Coast Guard, 11 of which were spent as chief communications officer, Comdr. Webster originally was placed on the retired list in 1923 for physical disability incurred in line of duty. Subsequently, he was recalled to active duty and retired in 1934. He has had widespread experience in international radio conferences having to do with communications, and since his appointment to the Commission has been identified with non-broadcasting services.

Mr. Sterling

Mr. Krebs

George Edward Sterling, who assumes direction of the newly created Radio Intelligence Division, was born in Portland, Me., in 1894. His radio experience dates back to 1908, when he was an amateur operator. He entered his Federal service as a radio inspector in 1923, and has been continuously engaged in enforcement of radio laws and regulation since. In 1935 he was named inspector in charge of the third radio district, headquartered in Baltimore, and was transferred to Washington as assistant chief of the Field Division two years later. He was named chief of the National Defense Operations Section July 1, 1940.

Well-known in technical radio, Mr. Sterling was author of "The Radio Manual," recognized as a standard textbook on communication equipment and procedure by radio schools and for Government training. He saw service as a radio instructor in the Signal Corps with the AEF during the last war and received a citation from the Chief Signal Officer of the AEF for meritorious service.

William N. Krebs, new chief of the Safety and Special Services Division, was born in Baltimore in 1904. His radio experience began in the "spark" days in 1919, when he became an amateur. He became a Navy radio engineer in 1926 and served until 1930, when he was appointed associate radio engineer with the Federal Radio Commission, thereafter transferring to the FCC. From 1937 until Jan. 1, Mr. Krebs was chief of the Marine Section, engineering department. On last Jan. 1, he was named assistant chief of the Safety and Special Services Division, to fill the vacancy created by departure of Lt. Col. E. L. White for active duty in the Army.

Camel Replacement

AS A SUMMER replacement for *Blondie*, R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), on June 29 will start a new musical show built around Vaughn Monroe and his orchestra in the CBS Monday period 7:30-8 p.m. The program will originate in New York except for those occasions when the band is on the road. A new orchestra will be signed for the company's other CBS program, Bob Hawk's *How'm I Doing*, to replace the Monroe band currently heard on that show. Agency in charge is Wm. Esty & Co., New York.

Milwaukee Road Using Minute Announcements

CHICAGO, MILWAUKEE, St. Paul & Pacific Railroad, Chicago, has placed one minute dramatized announcements, promoting passenger travel as well as explaining the part of the Milwaukee road in the war program on 23 stations in key cities served by the railroad.

The announcements which will utilize Sonovox in articulating a locomotive air horn into the words, "Ride the Hiawatha" and "Here comes the Olympian," will run a total of 16 to 54 times weekly through June and July on the following stations: WSAU WTAQ WTCN KSTP KGIR KRBM KPFA KGLO KABR WKBA KRNT WMT WNAX KDTH WOWO KSOO KELO KMO KIRO KOMO KFPY KHQ KGVO KOBH. Agency is Roche, Williams & Cunnyngham, Chicago. Campaign was planned by J. V. Gilmour, account executive, and George A. Gemmlow, advertising agent of the railroad.

KYCA Petition Denied

PETITION of KYCA, Prescott, Ariz., to revive an application for transfer of control now in the pending file under Order 79, which deals with newspaper ownership, was denied last week by the FCC. Under the deal, Albert Stetson, general manager of KYCA, sought to transfer 65 of his 115 shares to KTAR Broadcasting Co., already 48.4% stockholder in KYCA, thereby giving KTAR 74.4% control. KTAR Broadcasting Co. operates KTAR, Phoenix, which is 77.3% owned by the Arizona Publishing Co., publishers of the *Phoenix Arizona Republic* and *Prescott Courier*, and is of the same ownership as KVOA, Tucson, and KYUM, Yuma, Ariz.

Hill for Macfadden

WITH THE cancellation last week by American Oil Co., Baltimore, of Edwin C. Hill's *Human Side of the News* program thrice-weekly on CBS, Macfadden Publications, New York, took over the Wednesday and Friday broadcasts by Hill to promote *Liberty* Magazine. The Monday evening broadcast continues on CBS sustaining. Macfadden agency is Erwin, Wasey & Co., New York.

Don't Waste Time on Any Applications Contrary to Regulations, Fly Advises

SOUNDING another discouraging note to hopes for future station construction, FCC-DCB Chairman James Lawrence Fly at his press conference last Monday said he "strongly" advised that "applicants should not waste time, energies and money of themselves or of the Government in endeavoring to pursue applications contrary to the rules."

Regarding pending applications for construction permits, Mr. Fly said "a great many applicants directly or indirectly are continuing to press for permits which involve construction and use of materials."

"It is a very natural tendency," he said, "for each applicant to stress his case as being particularly meritorious—possibly because he has some materials on hand, because of previous delays in handling his case, expenditures of the applicant, etc."

Wartime Problems

"Needless to say," Mr. Fly continued, "the Commission would like to recognize these cases, get grants and get the stations going. But we are faced with the requirements of the War Production Board and the rules adopted to meet the wartime situation.

"These rules are deemed essential for war purposes." He concluded that "we have no alternative but to live by the rules" and that "we expect to make no exceptions except those provided for on the face of the rules themselves." Mr. Fly alluded to the FCC memorandum opinion adopted April 27 [BROADCASTING, May 4] which outlined policy and procedure for handling broadcast applications following DCB recommendations.

The memorandum adopted the DCB recommendation that there be no future authorizations involving use of materials "to construct or change the transmitting facilities of any standard, television, facsimile, relay or FM station." However, the Commission deferred action on FM and non-commercial educational stations.

Indicating that broadcasters highest hopes would be to maintain the status quo, Mr. Fly said that "what we can do in the broadcasting field is to consolidate our position to endeavor to keep broadcasting on a firm, successful foundation for the period of the war."

"In that endeavor," he added, "the industry will have the full cooperation of the FCC consistent with requirements of active war work."

House Sanders Bill Hearing Near End

Fly, Craven, MBS and NAI Officials Slated to Appear Next

HEARINGS on the Sanders Bill (HR-5497) may conclude this week, or next, before the House Interstate & Foreign Commerce Committee, depending upon the length of FCC testimony and whether industry rebuttal will be allowed, if requested.

Resumption of the hearings on Tuesday, following a two-week deferment, will bring before the Committee spokesmen for MBS, as well as FCC Chairman James Lawrence Fly and Commissioner T. A. M. Craven, representing opposite regulatory viewpoints. At least one other Commission witness, probably an engineer to rebut some of the technical testimony previously offered the Committee, also may testify at Chairman Fly's request.

Hayes Appearing Tuesday

First witness at the Tuesday hearing, according to Committee plans, will be Arthur Garfield Hayes, general counsel of the American Civil Liberties Union, New York. The Union has opposed the FCC's newspaper-divorcement proceedings, on grounds of discrimination.

Network Affiliates Inc., regional station group opposed to high power, also is an eleventh hour participant, having requested opportunity to answer testimony of Victor Sholis, director of Clear Channel Braodcasting Service, who testified on May 21 against disintegration of clear channels. Paul D. P. Spearman, Washington attorney and counsel for NAI, will testify, to point out to the Committee that there are "two sides" to the clear channel story.

Following these appearances, MBS will present its testimony. It was stated at the Committee that they hope to reach the FCC by Thursday, with Chairman Fly as the first witness.

Need of Legislation

Both Chairman Lea (D-Cal.) and Rep. Sanders (D-La.), author of the bill, have stated that they desire to bring the hearings to an early close, with the hope of getting legislation through the House as quickly as possible. The latter, of course, is contingent upon a determination by the Committee that new legislation is needed—a fact that has appeared evident to most Committee members since the hearings got under way nearly two months ago.

While a number of members of the Committee have expressed satisfaction over the testimony thus far, several Congressmen have evinced concern over the failure of certain industry segments to come forward with recommendations.

There is the general feeling, however, that a change in the Communications Act is necessary and that there should be clearer specification of the FCC's functions, particularly in connection with such matters as newspaper-ownership, delving into purely business aspects of broadcast operation, and other regulatory reforms undertaken by the FCC majority.

The Sanders Bill itself proposes a rewriting of the Communications Act of 1934, which actually carried over the original 1927 provisions. Instead of a seven-man body handling all phases of wire, telephone and telegraph communications, Rep. Sanders would divide the Commission into two three-man autonomous divisions, one handling public communications, or broadcasting and related services, the other private communications, covering telephone, telegraph and record services. The chairman would become the executive officer, with no regular vote on either division.

Drastic changes in appellate and procedural provisions, to assure every applicant or licensee of his full day in court, also are proposed in the Sanders Bill, as well as in recommendations projected by the Federal Communications Bar Assn. and by the NAB, through President Neville Miller. Moreover, the Sanders Bill would spell out the precise functions of the FCC in regulating broadcasting to eliminate all ambiguities and doubt as to its functions.

MBS to Appear

A number of witnesses, notably those speaking for the Newspaper-Radio Committee and the Clear Channel Broadcasting Service, took the overall position that the law was sufficiently explicit as now written. Their approach was that the inequities have grown out of administration, rather than through the inadequacy of the statute itself. Most of the Committee members, however, judged by their questioning, do not go along with that concept.

Witnesses expected to testify for MBS, which has supported the FCC majority's regulatory contentions with respect to the network-monopoly issue, are Alfred J. McCosker, president of WOR and chairman of the MBS board; Fred Weber, MBS general manager; Louis G. Caldwell, Washington attorney and chief counsel for MBS.

Mr. Caldwell also has been in the forefront of the newspaper-divorcement issue, opposing vigorously the FCC's Order 79, which envisages ultimate separation of newspapers from station ownership. He likewise is counsel for several independently-owned clear-channel stations.

Following the MBS presentation, Chairman Fly is slated to appear. Indications are he will present prepared testimony, to answer all of the criticisms against FCC procedures voiced during the hearings. Chairman Fly, among other things, is expected to blast the recommendations for alteration of appelate and procedural provisions.

Commissioner Craven, an engineer, will be called by the Committee, it is indicated, to present the FCC minority viewpoint. Along with Gov. Norman S. Case, he has consistently opposed actions of the majority impinging upon purely business aspects of broadcasting. Likewise, they have steadfastly opposed the whole newspaper-divorcement proceeding. On occasions, other members have supported the Craven-Case viewpoints but they have seldom mustered a majority on any of the more controversial issues.

Upon completion of the testimony of Commission witnesses, Chairman Lea will determine whether rebuttal testimony will be allowed. Customary Committee procedure, it was pointed out, is to permit rebuttal, particularly in cases where conflicting claims have been made. Once the Committee completes hearings, executive sessions will be held to determine whether new legislation should be recommended to the House (regarded as likely at this stage), or whether the matter should be dropped.

White Bill Pending

Assuming an affirmative vote, the Committee then would revise its bill and report the measure to the House. This would require anywhere from several weeks to several months, depending upon the magnitude of the rewriting task. Once acted on by the House, the legislation would go to the Senate. Whether hearings would be held before the Senate Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman, would depend upon the legislative situation.

Pending before the Senate Committee is the White Bill (S-1806) proposing a somewhat similar reorganization of the FCC, as well as a resolution (S Res-113) by Senator White (R-Me.) to stop the FCC dead in its tracks on all of its regulatory reforms until such time as Congress decides on rewriting the law. Hearings were held a year ago, but nothing has happened to the resolution.

Ultimately, if normal processes are followed, there may evolve the White-Sanders Bill, a compromise between the two measures, for FCC reorganization and revision of the 1934 act. Senator White, who was chairman of the House Merchant Marine Committee when the original radio act was written, is regarded as the best-informed man in Congress on radio.

Meanwhile, the Cox Resolution (HRes-426), introduced on Feb. 2, aimed at Chairman Fly, continues to slumber before the House Rules Committee. Rep. Cox (D-Ga.) has accused the FCC with attempting to "Federalize communications and broadcasting" and with "maladministration of a good law". Chairman Fly afterward countered with charges that the industry was being dominated by "two New York corporations".

There afterward developed the revelation that the Department of Justice was investigating charges that Rep. Cox improperly had accepted a retainer from WALB, Albany, Ga. Rep. Cox called this an "attempted smear" and promised to answer the charges on the floor of the House. Nothing has happened either on the floor or in the Rules Committee to change the status of the Cox Resolution, though the Georgian insists the charges will not go unanswered and that his resolution will be reported.

Business conditions as of May 1 compared with the same month last year
ABOVE 0% to 10%
ABOVE 10% to 20%
ABOVE 20% to 30%
BELOW 0% to 10%

Courtesy, Nation's Business

WHILE WAR PRODUCTION continued at capacity during April, consumer spending showed a general slowdown the country over, reports *Nation's Business* for June which publishes this map of business conditions as of May 1 compared with the same month last year. Rapidly expanding war production maintained industrial output and payrolls at high levels during April notwithstanding drastic curtailments of many defense lines.

THROUGHOUT WABC's vast Primary Listening Area (virtually all of it within the gasoline ration territory) summer in 1942 will be markedly different than ever before.

Home-sweet-home, and *local* beaches and lakes, are this year's Vacationlands for WABC's millions of families. Long trips—whether by car, train, or boat—will be absent from the itineraries of 1942's vacation schedules. (Item: for the *first* time in history, New York City's 35,000 school teachers will remain on *active* duty during the summer.)

So WABC's "regular listening families" (4,000,000 strong in the daytime; almost 5,000,000 at night) will turn to radio—and WABC—as frequently in July and August as they do in ten other months of the year. In this unusual summer of 1942, WABCity will decisively outrank every other section of America as the country's *largest*, and *first*, market!

50,000 WATTS
WABC
NEW YORK

24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales.

Dr. J. R. Brinkley, Border Operator, Claimed by Death

Stormy Career Ended After Amputation Complications

DR. JOHN R. BRINKLEY, 56, onetime Kansas and Mexican border broadcaster, widely known as a "goat gland" rejuvenation specialist and twice candidate for Governor of Kansas, died May 26 in San Antonio. Present at his bedside were his wife, Mrs. Minnie Brinkley, and son, John R. 3d, 15. He is also survived by three daughters, Mrs. W. E. Shattuck and Mrs. John Groth, both of Chicago, and Mrs. James Palmer, Ft. Worth.

Dr. Brinkley had suffered a series of heart attacks since the amputation of a leg several months ago and had been in ill health since last year when a Federal court had adjudged him bankrupt, listing debts of $1,118,064 and assets of $315,500. He was also facing an indictment in Federal Court in Little Rock for alleged misuse of the mails in offering his sex-rejuvenating treatments in his hospital there.

Hectic Career

Death brought to a relatively obscure end a stormy career, centered largely around radio. In 1930 the old Federal Radio Commission refused to renew the license of Dr. Brinkley's station KFKB, Milford, Kan., where he also operated a hospital, on the grounds that his broadcasts were inimical to the public health and welfare. Appeals to the courts failed, and thereupon he established a hospital at Del Rio, Tex. and the 150,000-watt XERA, across the Rio Grande in Mexico.

From this station, highest-powered broadcasting outlet in North America, he continued to advertise his treatments and the specifics which were marketed through his Brinkley Pharmaceutical Assn., membership of which was extended to drug stores in mid-western States which would agree to market the "medicines" which he prescribed via the microphone to those writing to him and describing their ailments.

The Brinkley radio operations on the Mexican border were a constant cause of irritation between U. S. and Mexican radio officials, and the Mexican Government at one time seized the station and dismantled it. Later Dr. Brinkley continued operation through other border outlets, and also offered his talks to U. S. stations via transcriptions, but these were frowned upon by the Washington authorities and few stations accepted them.

Dr. Brinkley amassed an enormous fortune through his hospitals and his radio-prescribed medicines, his arrangements with the druggists being that they should rebate to him 50% of their collections for bottles of "medicines"

(*Continued on page 42*)

CAUGHT, APPARENTLY, without a word to say for themselves, were these executives at a dinner which belatedly marked the second year start of the weekly half-hour program, *I Was There*, sponsored by General Petroleum Corp., on 8 CBS West Coast stations. Series was renewed April 27 for 52 weeks. Seated (l to r) are: Hal Hudson, CBS Pacific Coast program manager; Bob Hafter, network producer; Harry Drum, executive of Smith & Drum, Los Angeles agency servicing the account; Harry W. Witt, Southern California sales manager of the network, and Arthur R. Pearson, agency account executive.

Civilian Use of Copper Banned by WPB Affecting Production of Replacements

MANUFACTURERS of radio equipment, including receivers, broadcasting equipment, commercial aircraft, police and similar equipment, last week were notified by the War Production Board that civilian use of copper must cease May 31.

However, at a meeting of RMA-WPB officials last Thursday it was decided that the tube manufacturers could use their inventories of copper and copper alloys for the production of replacement tubes until June 30.

It was also said that a definite plan may be developed by the WPB to allow a manufacturing program of 40,000,000 tubes for 1942, with quotas to be divided among manufacturers. It is expected that a limitation order, authorizing the 40-million tube plan will be issued by the WPB next week.

Most serious effect of the order will be the suspension of production of replacement parts which manufacturers had hoped would be allowed. However, successive clampdowns by the WPB on allocations of mica, lead and zinc, preceding the copper order clearly indicated that a parts program could not be allowed in the face of acute shortages of these materials.

Mica Ruling

While manufacturers may appeal from the copper order, the effect of appeal has been nullified by the WPB ultimatum that no appeals will be allowed except in cases where the war effort will be promoted. Closing up all loopholes, the WPB also ordered that successful applications would be limited to situations which "would interfere with the war work".

Adding to the manufacturers' woes, a more stringent limitation order on mica was also issued by the WPB last week to take effect June 1.

The order stipulates that mica may not even be used for Army and Navy products unless the product is an "implement of war". No use of mica has been permitted in civilian products since March 6, when the original order was issued, except with the permission of the WPB.

Manufacturers have been given some hope with regard to the copper order by the vigorous pleas of the Radio Manufacturers Assn. and the WPB Communications Branch, headed by Leighton Peebles and Frank H. MacIntosh, chief of the WPB radio section, who have urged provision for continued production of radio replacement parts to maintain receiving sets in public use.

A Few Exceptions

However, the WPB copper section has contended that every ounce of available copper is "urgently" needed for war production and it was added that war contract ratings as high as A-1-a have recently failed to secure necessary copper. All radio was recently raised from an A-10 to an A-3 rating but it has been pointed out that the effect of this raise in rating has been nullified by the increasing number of manufacturers given ratings above A-3.

The copper inventories of manufacturers after May 31, under the order, must either be sold or will be requisitioned by Government agencies. Such inventories, the WPB said, may be used in military radio production, but "cannot be used in any other manner without appeal to the WPB copper section".

Some exceptions for extension of set manufacture to June 7 have been made, the Radio Manufacturers Assn. reported, but it was explained that the exceptions were granted prior to the issuance of the copper order, the exceptions taking precedence. The RMA said about 10 manufacturers were given extensions.

It was noted that the copper order does not prohibit "or restrict use, sale or shipment, either of tubes or parts by manufacturers of completely fabricated tubes and of parts." Only the future processing was banned.

BLUE SHOW TELLS HOME WAR EFFORT

ANOTHER slant on the battle on the home front is the BLUE's new program, *This Nation at War*, presented in cooperation with the National Assn. of Manufacturers.

Aired Tuesdays, 9:30 to 9:55 p.m. (EWT), the program originates in New York with a narrator to tie its various parts together and then shifts to weekly selected spots throughout the country for descriptions from shipyards, factories, churches—the entire home front from the most remote small town to the biggest production center.

The program gives the BLUE's affiliates an opportunity to show what is being done in their territories by individuals and business organizations. Each affiliate has been asked to submit ideas which, when accepted, will be handled by local commentators or announcers either as a studio interview, a pick-up direct from an army camp or an industrial plant. Engineering and production is handled locally.

Johnstone's Idea

Program is the idea of G. W. Johnstone, BLUE director of news and special features, as a weekly half-hour program, with three local commentators from three different sections of the country. Johnstone had directed Helen Hiett to devote the last five minutes of her daily *Today's News*, to an inquiry and report on efforts by individuals, in line with the "I am fighting" idea. More than one thousand letters were received the first week of the test from Miss Hiett's listeners. NAM learning of the projected series, agreed to underwrite the "out of pocket" costs.

First broadcast on May 3[illegible] emanated from New York, when James Backus as narrator gave listeners an idea of the program's scope and purpose, then was shifted to the Sun Shipbuilding Yards, Chester, Pa., where an announcer from WFIL, Philadelphia, spoke from a microphone set up at the bow end of a tanker. After this Backus came in again from New York and introduced Helen Hiett, who gave answers she had received from her audience in response to the question, "What are you personally doing to help win the war?" Broadcast then was shifted to the BLUE's Hollywood studios where Clete Roberts, BLUE West Coast commentator, interviewed a spot welder in the Lockheed aircraft plant in Burbank, Cal.; back to New York; to Chicago, where through WENR Warren Shoemaker, vice-president of Armour & Co., gave a picture of the food problem and the packing industry's activities; to Columbia, S. C., where an announcer from WCOS had his microphone set up in historic Trinity Church; returning finally to New York for the closing by Backus.

A Powerful Voice

in the Greatest Arsenal in All the World

Detroit has gone to war and Detroit will win it! Nowhere else in all the world has such a concentration of industrial might been swung unequivocally and unsparingly into the balance of the fight against the Axis powers.

Can there be any doubt as to who will win? Detroit is already ahead of production schedules and Detroit has just begun to fight. Let us repeat Detroit is at war and will win it.

And so is WWJ at war. For the duration, everything pertaining to the war effort takes precedence over all else.

Yes, WWJ will attempt to carry on as much normal broadcasting as the circumstances permit, but always, the war effort comes first. Therefore, time reservations should be made as far in advance and as flexible as possible so that broadcasts may be fitted into crowded schedules most advantageously.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—FM

Owned and Operated by The Detroit News

Vitamin Test

ASSOCIATED LABS., Long Island City, on May 18 started a test campaign for Vitamin Quota using participating announcements thrice-weekly on the *Pegeen Prefers* program on WOR, New York. If the test proves successful, additional markets will be added to promote the product, which has been on sale for about a year-and-a-half. Agency is Grady & Wagner, New York.

WIRING and adjusting of the new 50 kw. transmitter is being completed at WWVA, Wheeling, with operation expected to start some time in June. Under the direction of Glenn Boundy, chief engineer, the engineering staff is testing relays and switches preparatory to going on the air.

EFFECT OF WAR ON PACKAGING

Radio, Advertiser, Marketing Viewpoints Are Discussed at Luncheon Roundtable

BECAUSE 23% of the advertising on WOR, New York, is placed by manufacturers of food products, and 78% of the station's advertising is dependent on packaging, the station last Tuesday arranged a war luncheon in cooperation with *Modern Packaging Magazine* serving "Victory Victuals in Priority Packages" at the New York home of WOR's Woman Commentator, Bessie Beatty.

Present were members of advertising agencies and of the radio and packaging industries, as well as many of Miss Beatty's sponsors.

The figures quoted on WOR's advertising were used by Rufus Maddux, vice-president in charge of sales of the station, to illustrate in his introductory speech how important to radio advertising are all changes in packaging brought out by priorities.

All Packaged

To help the situation faced by food manufacturers, a station should do everything possible to keep advertising on the air, Mr. Maddux stated. He then introduced Miss Beatty to the guests.

In her talk, Miss Beatty pointed out that everything served at the luncheon was a packaged product except the salad, while honey served as a substitute for sugar. Among the national advertisers represented were R. B. Davis Co. (Cocomalt); Albert Ehlers Inc. (coffee); Frosted Foods Sales Corp. (chicken); Thomas J. Lipton Inc. (soup); Borden Co. (milk); Paton Corp. (honey); and Rockwood & Co. (cookies).

As a prelude to the round-table discussion on the effects of the war on food and packaging, Miss Beatty stated that the business men who can find substitutes for their products during the emergency are the men whose companies will survive the war.

Headed by C. W. Brown, editor of *Modern Packaging Magazine*, participants in the discussion included J. D. Malcolmson of Robert Gair Co.; E. W. Love, Bristol-Myers Co.; Robert T. Kesner, Frosted Foods; W. S. Ross and C. A. Breskin of *Modern Packaging*. Also at the speakers' table was Lieut. King of the Army Quartermaster Corps and Procurement Planning Division, and Theodore Streibert, WOR general manager.

Asked how much longer users of collapsible tubes could expect to obtain tin for Bristol-Myers products, Mr. Love reported that the tin content of tubes had been cut April 1 to 7½%, and that a possible development in the near future might be lead tubes with specially processed linings.

Lack of Machinery

Although the company had received as many as 100 ideas for all-paper tubes, Mr. Love said, the biggest problem was getting someone to fabricate such tubes in quantities sufficient to meet the needs of a national distributor. No new machines can be obtained to make and handle new packages, he reported.

A possible answer to this machinery problem might be found in the use of plastics, according to Mr. Breskin, who stated that existing machines can be used on plastic material without any serious conversion problem.

Another packaging problem caused by priorities—the paper shortage—was discussed by Mr. Malcolmson, who reported that the waste paper salvage campaign last fall, in which radio was widely used, had proved extremely successful for current needs, but that a similar drive might be necessary next fall.

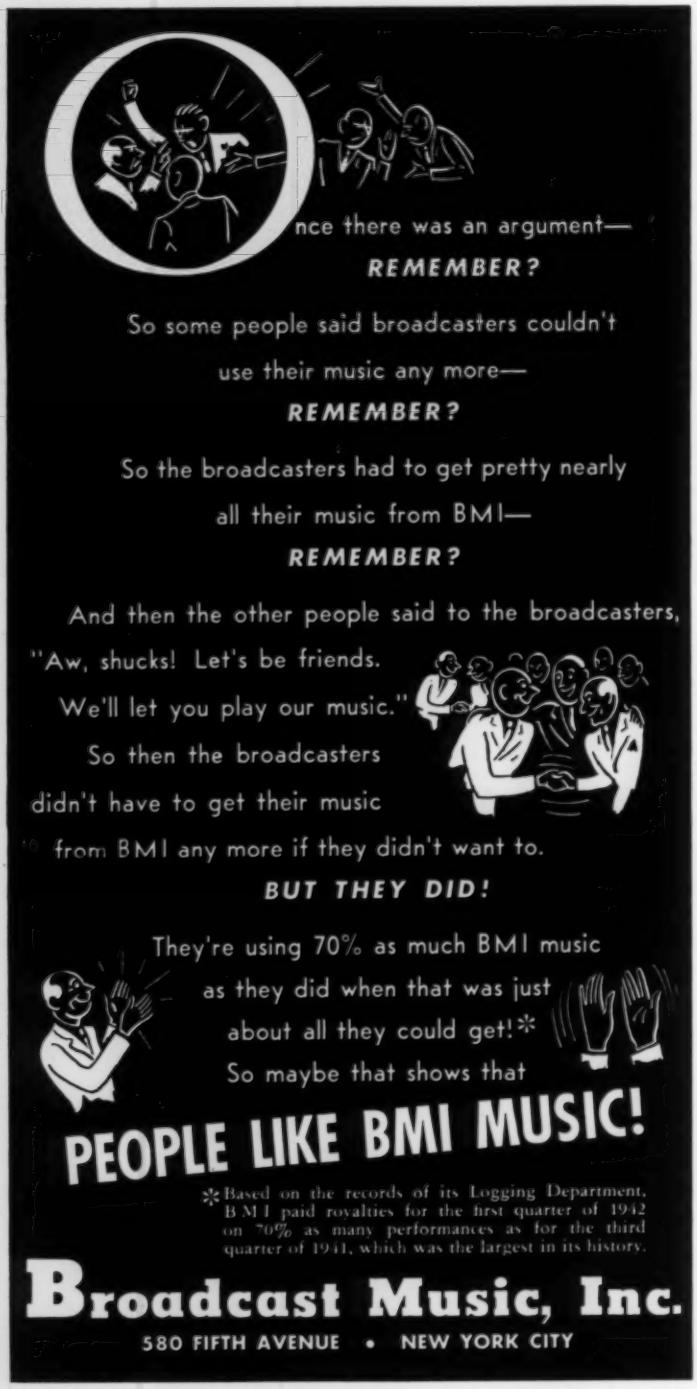
Modern Packaging had also arranged an exhibit at Miss Beatty's home to show how the packaging industry was cooperating with and aiding the war effort. Divided into four groups, the packages included those used by the Army and Navy to ship shells and guns; those used to send articles to forces abroad; a before-and-after group showing the changes in commercial product packaging, and a group devoted to new developments in the packaging field such as a paper lipstick container and a paper compact.

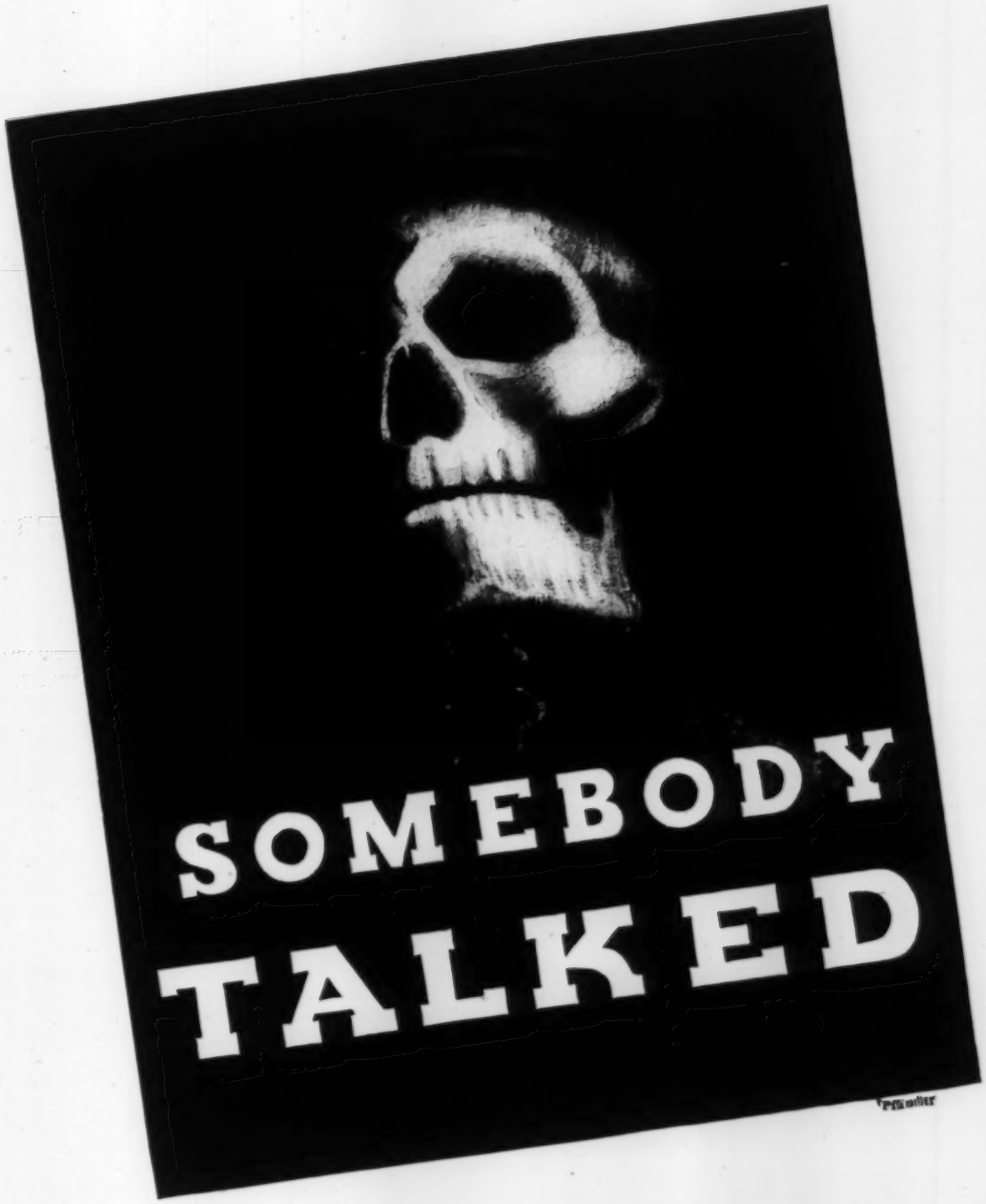
ASCAP Sued

OPERATORS of 14 Brooklyn theatres have filed suit in the New York Federal Court against ASCAP under the Sherman anti-trust act, asking for damages of $25,619 plus attorneys' fees of $25,000. Suit charges the theatres were forced to buy the entire ASCAP catalog although using but a small part of it and names the Society and two of its officers, Gene Buck and Gustave Schirmer, as defendants. Action follows that of a group of 157 eastern theatre operators, which on April 9 sued ASCAP, its directors and members for $606,784 damages and $50,000 legal fees [BROADCASTING, April 13].

CANADIAN Dept. of Agriculture bought time for the second month on 11 western Canadian stations for a onetime quarter-hour talk May 25 on wheat planting. Account was placed through J. J. Gibbons Ltd., Regina.

PLAGIARISM pleases Red Skelton, star of the weekly NBC *Red Skelton & Co.*, when the *Los Angeles Herald-Express* took his famous radio gagline, "I Dood It" to headline Brig.-Gen. James H. Doolittle's bombing of Tokio. Tickled pink was Skelton, so he gave the newspaper a plug on his coast-to-coast show and then sent a telegram of congratulations to Gen. Doolittle, "the Los Angeles boy who made good". Gleeful group are (l to r): Harriet Hilliard, vocalist on the show; Red Skelton, with newspaper; Ozzie Nelson, program musical director; Edna Skelton, comedian's wife and his scriptwriter. Sponsor is Brown & Williamson Tobacco Corp.


nce there was an argument—
REMEMBER?
So some people said broadcasters couldn't
use their music any more—
REMEMBER?
So the broadcasters had to get pretty nearly
all their music from BMI—
REMEMBER?
And then the other people said to the broadcasters,
"Aw, shucks! Let's be friends.
We'll let you play our music."
So then the broadcasters
didn't have to get their music
from BMI any more if they didn't want to.
BUT THEY DID!
They're using 70% as much BMI music
as they did when that was just
about all they could get!*
So maybe that shows that
PEOPLE LIKE BMI MUSIC!
*Based on the records of its Logging Department, BMI paid royalties for the first quarter of 1942 on 70% as many performances as for the third quarter of 1941, which was the largest in its history.
Broadcast Music, Inc.
580 FIFTH AVENUE • NEW YORK CITY



As gripping as it is grim, this poster won First Prize in a contest "to promote silence regarding the movement of military equipment and personnel". . . sponsored by the U. S. Army and WBZ, Boston. Open to all art-students in Massachusetts, this contest was won by a 16-year-old girl against 269 competitors. The newspapers cooperated . . . the students brought their creative faculties to bear on the war-effort . . . the Army got a poster of terrific impact . . . and Westinghouse Radio Stations again demonstrated their ability to assume a leading role in the current scene, their power to deliver real public service.

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WBZ • WBZA • WOWO • WGL

Hudsons to Sell WJZM To Former Publisher

SALE of WJZM, local in Clarksville, Tenn., for a reported price of $26,500, is sought by William D. Hudson and his wife, Violet Hutton Hudson, licensees of the station, in an application to the FCC last week. The Hudsons propose to voluntarily assign the license to Roland Hughes, former newspaper publisher now in the general insurance business.

WJZM has been in operation less than a year, having originally been granted to the Hudsons Feb. 19, 1941, and going on the air last winter. Mr. Hudson is the mayor of Clarkesville and is a member of the Tennessee Railroad & Public Utilities Commission.

FCC Operator Requirements Again Eased to Meet Shortage

Small Stations Especially to Benefit by Change In Rules to Permit Still More Laxity

BRINGING into the broadcast technician field a new operator's classification, the FCC last Tuesday further lowered its technical personnel requirements to grant operation permits to persons "certified by a station licensee as familiar with their respective broadcasting equipment", provided the certain person holds a restricted radiotelephone license. Previously the permit-holder needed FCC endorsement before he would be allowed to operate under restrictions. Under the new ruling the operator will be endorsed by the Commission upon certification of the station licensee. The FCC stated that it will still take cognizance of such facts as citizenship, background and other information requested on FCC operator-license applications.

The order, 91-B, follows recognition by the FCC of the acute operator shortages caused by the war, especially critical in cases of small stations.

Limited Functions

On April 21 the FCC, following recommendations of the DCB, ordered relaxation of operator requirements to allow station operation by holders of a restricted radio-telephone permit only in the event the permit-holder had been endorsed by the Commission to show proficiency in radiotelephone theory, through examination [BROADCASTING, April 27].

This was a further relaxation of the order of Feb. 17 which permitted operation of stations by any class of holders of first or second-class operators' licenses, provided one or more first-class operators were employed for the technical operation of the station.

Under the new order persons certified by station licensees as capable of handling their equipment would be limited to operations at a specified station and would be required to shut down the station in technical emergencies until some first-class operator did the repair work. Another requirement provides that persons obtaining such a restricted permit would have to pass an FCC examination on radio theory within six months to permit them to do similar work at any station.

According to the FCC, radio engineering experts have declared that women could easily meet the present requirements for restricted radiotelephone operator permits. The FCC also stated that it believes people of average intelligence should be able to pass the examination for the new restricted permit after eight or 10 hours' study of the FCC study course for this examination. The Study Guide and Reference Material for Commercial Radio Operator Examinations may be obtained from the Superintendent of Documents, Government Printing Office, Washington, for 15 cents.

Further indicating that its new order was aimed to relieve the smaller stations, the FCC said that "this latest action of the FCC wartime policy of coming to the aid of broadcast stations on the matter of operator and operation requirements is specifically directed to the problem of low-powered broadcast stations operating on frequencies assigned for local services."

Text of the Order

Full text of the order follows:

The Commission having under consideration its Orders No. 91 and 91-A and the request of the Defense Communications Board that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and,

It appearing, that the demand of the military services for radiotelegraph and radiotelephone operators has increased as a result of the war and that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators:

It is ordered, that until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules & Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

Provided, however, that all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station:

Provided, further, that a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

Provided, further, that a Class IV station on a local channel frequency may be operated by a holder of a restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by certification of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency such operator shall not attempt to make any adjustment but shall immediately shut down the station, and on further condition that the restricted radiotelephone permittee shall show proficiency in radiotelephone theory as ascertained by examination not later than 6 months after the date of the above endorsement.

Provided, further, that nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules & Regulations of the Commission; and

Provided, further, that Section 13.61 of the Commission's Rules & Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

Columbia Baking Discs

COLUMBIA BAKING Co., Atlanta, will continue to be the sole sponsor for *Over the Back Fence With Allen Prescott*, NBC Radio-Recording transcription which continues through the summer on 35 radio stationh in the South. A total of 72 transcriptions have now been made for the sponsor which advertises Southern Bread and Redi-Cut Cake on the show. Agency for Columbia is Freitag Adv., Atlanta.

STATION PREFERENCE BECOMES A HABIT!

And WCPO is definitely a daily dialing habit with Greater Cincinnati radio listeners. For instance:

"THIS IS WAR" was on all 5 Cincinnati stations every Saturday for 12 weeks, (Feb. 21 to May 9, 1942, 7 to 7:30 PM). The C. E. Hooper coincidental report December through April shows WCPO had more listeners during the 7 to 7:30 PM period than the COMBINED TOTAL of 3 other Cincinnati stations.

HOOPER STATION LISTENING INDEX OF CINCINNATI

% of Listeners

December 1941 through April 1942

WCPO	Station B	Station C	Station D	Station E
30.2	37.2	11.6	9.3	4.7

Translate the above listening figures into potential sales. Then look up WCPO's rate. You'll agree with other national buyers that WCPO is THE outstanding radio value in the United States.

SCRIPPS-HOWARD RADIO, INC.

WCPO

Affiliated with the Cincinnati Post

Represented by THE BRANHAM COMPANY

THE TALK OF THE AGENCIES

The smart radio buy in Chicago is

WENR

Costs less per thousand families than any other major Chicago station

Our proof? The NBC all-county survey which measures all stations on the same basis. When you're after the rich Chicago market, be sure to investigate the opportunity for intensive, economical coverage offered by WENR.

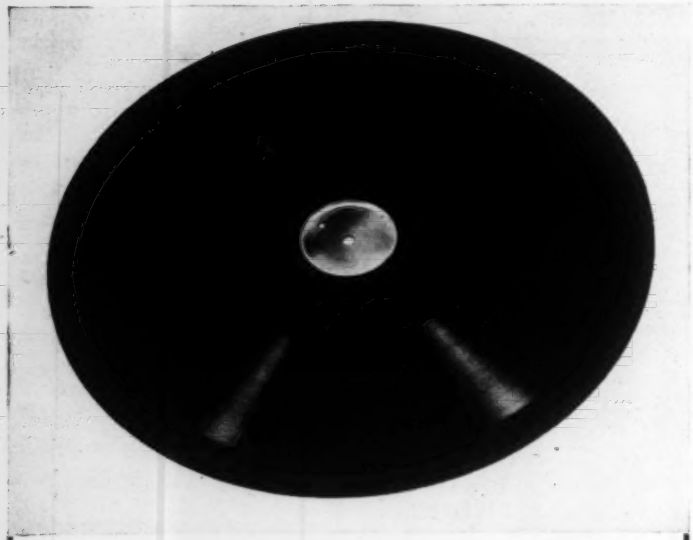
Basic Blue Network Station

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network Spot Sales Offices

New York **Chicago** **San Francisco**



GLASS MASTER DISCS
NOW READY FOR DELIVERY

Presto 17¼" Glass Base Master discs are now in stock awaiting your order. Transcription manufacturers have been processing samples of the Presto Glass Master for several months and report it perfect in every respect, easily adapted to their plating equipment, thick enough (.135") for safe handling and having the exceptionally quiet surface characteristic of all Presto discs.

The Presto 17¼" Master is made in two styles. Type 917-D has a removable metal center insert to allow its use with overhead cutting mechanisms driven from the center of the turntable. The 917-E has a solid insert for tables having independent cutting head drive (Presto 8-C).

Priced only slightly higher than previous aluminum master discs. Sold by Graybar Electric Company and leading radio parts distributors throughout the United States and Canada.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone ... ATLANTA, Jack. 4373 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 27093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yo. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Purely PROGRAMS

MAN-POWER lost through preventible accidents in industry and the home will be highlighted in *Men, Machines & Victory*, weekly series starting June 5 on BLUE 10:15-10:30 p.m. The broadcasts will be heard for eight weeks, under auspices of the National Safety Council, as part of a safety drive launched at the direction of President Roosevelt and Donald M. Nelson, WPB chairman.

* * *

Best War Song

FOR the best war song published during the year, Barry Wood, singing star on *Your Hit Parade*, will award a plaque. Leaders in music and radio will act as judges. Fighting songs, sentimental ballads, or humorous pieces may be submitted. American Tobacco Co., New York, sponsors the show for Lucky Strike cigarettes. Lord & Thomas, New York, handles the account.

* * *

Squawker's Haven

LISTENERS can criticize their community, the Government or operation of WWVA, Wheeling, on that station's *Malice Toward None*, heard once weekly, conducted by George Skinner. Listeners are urged to submit their ideas which are read by Skinner.

For Good Will

PAN AMERICAN UNITY will be the theme of a weekly series to be presented on WMCA, New York, for 26 weeks, in cooperation with the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee). Norman Winter, script writer and producer, will write and direct the show, titled *Pan American Power*. Five-minute dramatizations will be used, to foster good will and understanding between the Americas. The series starts with *Victory on Wheels*, a re-enactment of the story of rubber, and of the role played by the rubber industry in the successful prosecution of the war.

* * *

Air Warden Special

FOR AIR RAID wardens on the after-midnight watch, WOR, New York, now rebroadcasts an *Air Warden Service* program, heard earlier in the day over the New York Municipal station, WNYC. The rebroadcast occurs daily except Monday, from 3:15-3:20 a.m. during *Moonlight Saving Time*, a program of recorded music. Each program features an air raid warden, who answers questions submitted by civilians, and issues instructions to Civilian Defense workers.

* * *

Ride Exchange

ARRANGING cooperative transportation to and from work for listeners is a wartime service of *Swap Shop* on WAIT, Chicago, recently developed by Jerry Dee, m.c. Taking his cue from rubber and gasoline shortages, Mr. Dee invites listeners with cars to send in their home and work addresses, and then gets them together to alternate use of their automobiles.

* * *

Worker Songs

EACH defense plant in the area is host to the hour-long *Victory Sing*, presented each Wednesday from the studio-auditorium of WKBZ, Muskegon, Mich. Families of the host plant are admitted free to the broadcasts which include community sings, a high school chorus, glee club, church choir, barbership quartet and a community sing by the assembled workers.

* * *

What to Do

CONCENTRATING on the morale of war industry workers in its area WSRR, Stamford, Conn., is presenting *Strictly Local*. Program announces dances, clam bakes, outings, bowling tournaments and other recreational opportunities and is sponsored by a local clothing concern.

* * *

Date with Ruby

AIMED at Fort Dix is *Record Reveille*, on WTTM, Trenton, N.J., with Ruby Hunter as m.c. Popular music, gags and chatter feature the 7 a.m. half-hour. Date with Ruby is prize for the best weekly letter narrating a funny incident at the fort. Only privates may enter the contest.

IT'S A WBIG JOB

The MAGIC CIRCLE

From Fort Bragg, North Carolina, WBIG originates every Wednesday evening one of the nation's finest military shows, "Fort Bragg On The March" produced by Corporal Peter Witt.

Columbia Broadcasting System Affiliate

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Service Problems

DRAWING on the information amassed by a newspaperman, who writes a column for service men resulting in an average of 10,000 queries a week, WHN, New York, has started a weekly program, *At Your Service*, to answer problems facing soldiers, sailors and marines, and their families, as well as those about to be inducted into the armed forces. Service men and relatives take part in the program, which is conducted by Al Binder, of the *New York Daily News*.

* * *

Civic Merit

CLUB LEADERS in civic and social groups are being recognized for their contributions to the war effort by WBAB, Atlantic City, with a certificate of merit. These presentations are made each Wednesday, "Honor Club Day", in the *Woman's Page of the Air* series. Peggy Johnson, program hostess, invites club officers as her guests to discuss their activities.

* * *

Simple and Easy

SIMPLE ANALYSIS of news on rationing, priorities and other wartime regulations touching consumers is given by Donald McGibney, news analyst of WBBM, Chicago, on *Facts for Freedom*, new quarter-hour twice weekly. The program is produced in cooperation with various Federal wartime agencies.

* * *

Victory Varieties

DRAMATIZING the war effort in music and plays as well as handling the various requests for war aids by the federal and local war agencies, KSO-KRNT, Des Moines, is presenting *Victory Varieties*.

* * *

Propaganda Analysis

AXIS PROPAGANDA is analyzed from a psychological standpoint by Lawrence Gould, consulting psychologist, clergyman, journalist and radio interpreter, in a weekly series on WINS, New York, titled *Axing the Axis*.

ALBANY'S SENDOFF TO DRAFTEES

Induction Day Turned Into Celebration For Servicemen by WOKO

ENTERTAINMENT for inductees is the latest contribution of WOKO, Albany, to the uplifting of the morale of boys entering the service.

For several months, General Manager Harold E. Smith had watched countless streams of the selectees go past Radio Centre, home of WOKO, on the way to the railroad station. Without a fanfare, flags, bands, just a military police escort, these boys would arrive at the station and sometimes sit around for an entire afternoon with nothing to do. Mr. Smith decided that something should be done to show these men about to fight for their country that the people were interested in them.

Accordingly, starting May 13 and every induction day thereafter, the new soldiers were marched down the street with band and all to the Radio Centre studios. There at 2:30 p.m., a full hour of entertainment was provided by WOKO talent as well as volunteers from hotels, night spots, etc. Smokes and refreshments for the occasion were provided gratis by interested individuals and business concerns.

At 3:15 p.m., the inductees broadcast their own show on the air. Program includes group singing, roll call of the recruits, swearing into the service and the playing of the Star Spangled Banner. Later in the afternoon with the same band and colors, the inductees march down to the station.

Permission for the induction broadcast was readily given Mr. Smith by Maj. Gustave Ericson, commander of the Northeastern New York District. To date five such parties have been given for men in the districts and WOKO announces that they will continue each day the induction station is operating in Albany.

New Song Lists

REVIEW COPIES of the newly-published *Finding List of Songs & Choruses* have been released by Hall & McCreary Co., Chicago publishers. The company reports copies of the list are being sent to all stations and it is claimed an aid to program builders in clearing numbers for broadcasting. Hall & McCreary is associated with SESAC Inc. and all copyright numbers of the company are available to SESAC-licensed stations.

STILL DEALING
Aces in Entertainment
WSPD is now occupying new studios in its own BROADCAST BUILDING, 136 HURON STREET, TOLEDO, OHIO
WSPD
TOLEDO, OHIO
SINCE 1921 . . . THE VOICE OF TOLEDO
Represented Nationally by KATZ Agency

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Merchandising & Promotion

Personal Calls—Schubert Display—Quiz Cards
News Windows—Newspaper Plug

A NOVEL method was used to stimulate interest in the five - weekly quarter - hour *Sperry News* by Sam Hayes, starting June 1 under sponsorship of General Mills (Sperry Flour), on 6 CBS Pacific Coast stations (KNX KARM KQW KROY KOIN KIRO KFPY), Monday through Friday, 1:15-1:30 p.m. (PWT). To inform them of details Hayes, prior to start of the series, delivered a personal telephone call to each company salesman in cities where program is released.

So there would be no slip-up, the commentator made a special personally addressed recording for each salesman. Delivered to a central point, it was released over the telephone after contact was made. Detailed information on the program and why it was chosen, and other data of value to the salesman was given. Merchandising and promotion details to support the radio series were also revealed by Hayes during the telephone call.

* * *

Flags To Kiddies

SETS of three American flags in rubber suction holders are awarded boys and girls sending in best questions to be used on the *Junior Genius* kids' quiz of KOA, Denver.

All for Schubert

RADIO activities of Paul Schubert, news analyst of WOR, New York, are represented in a window display at Scribner's Fifth Ave. Book Shop, New York, featuring his book *Sea Power in Conflict*, published by Coward-McCann, New York. The exhibit includes a large world map, a photograph of Schubert, a microphone, and copies of his most recent scripts, in addition to a blow-up of a statement by Schubert in behalf of the Navy Emergency Relief Fund.

* * *

Swing on Cards

RAYMOND GRAM SWING, MBS news analyst, is the subject of a new edition of Foto-Clues cards, question-and-answer displays prepared by the New York Subways Adv. Co. A photo of Swing over the caption "Who is this watcher of events?", with the answer given in small type in one corner, is being carried in all New York subway lines for one month, ending June 15.

* * *

News on Display

TELETYPE machines ticking out war bulletins identical with those received in the news room of WGN, Chicago, attracted thousands of spectators to window displays in the Fair store and Bond Clothing store in Chicago's loop in two recent weeks. Station and advertiser tie-ins along with late war pictures make up the background display.

* * *

Quiz Followers

TO TEST the size of the audience listening to *Kitchen Quiz*, sponsored thrice-weekly on WJZ, New York, by Seeman Bros., New York, on behalf of White Rose tea, a booklet of household hints was offered for 10 cents on a sustaining broadcast of the show by Ed East, who conducts the program.

* * *

Easy Recipes

RECIPE BOOKLETS containing more than 70 easy recipes for breads, rolls and desserts are currently being offered to listeners of Mildred Bailey's *The Modern Kitchen* over WTAG, Worcester.

Request Stunt

TO FACILITATE requests for recordings, Pep Boys, auto accessory chain, has gotten up a monthly *Parade of Hits* for its all-night *Dawn Patrol* record show conducted by Mort Lawrence on WIP, Philadelphia. The top 40 recordings are listed in a folding piece sent to the program's entire mailing list each month. A return card, to be detached, enables the listener to enter a request for one of the listed recordings by circling a number.

* * *

Window Flashes

STATION-ADVERTISER promotion tie-in of WBBM, Chicago, and Carson Pirie Scott & Co., sponsors of *Wishing Well*, half-hour program Monday through Friday, on WBBM, is a show window newsroom at the corner of State and Madison, Chicago. War bulletins identical with those broadcast on the station are received on a teletype in the window and pasted on the glass by a CBS page girl.

* * *

Book of Gilbert

IN A booklet of pictures and stories, released by WHN, New York, the station promotes Dick Gilbert, who conducts a daily record session. The presentation outlines Gilbert's background as an entertainer and features his ability to harmonize vocally with the records he plays. Included are time and talent costs for participating sponsorship.

* * *

Wartime Kitchens

IN CONNECTION with its *Defense in the Kitchen* program, KMBC, Kansas City, has organized a Food Front Volunteers group, consisting of homemakers in the area who take a three-week training course in wartime cooking, meal planning and nutrition. Classes are conducted by Nancy Goode, director of the program.

* * *

Station Time

TIME SIGNALS by telephone are a service of WCBS, Springfield, Ill., associated with the *Illinois State Journal*. The newspaper is running a daily front page box calling attention to the service.

* * *

'Army Hour' Plug

BOOSTING the *Army Hour* which is regularly heard over NBC each Sunday, WBAL, Baltimore, prepared a full page ad which was run in the *Baltimore Sunday American* on May 24.

SOMETIMES the OLD WAY

IS BEST!

WE decided on a new show the other day—and fancy stuff was out.

No garrulous m. c.'s . . . no escapist drama . . . nothing but the good old-fashioned entertainment that gave Radio its start—NEWS and MUSIC.

It's on the air now—1 to 5 P. M. across the board. On the hour, top-flight MBS commentators. On the half-hour, world wide news flashes. And in between—MUSIC!

We think there's something about war time that calls for this old-fashioned kind of program. And preliminary surveys tend to bear us out.

At any rate, we're giving war-occupied Pittsburgh what busy people will take time to hear.

And right now, Pittsburghers *are* busy!

WCAE
PITTSBURGH
5000 Watts
1250 K. C.

The Katz Agency
NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO

MUTUAL BROADCASTING SYSTEM

GARDNER NURSERY ON 262 STATIONS

GARDNER NURSERY Co., Osage, Ia., has extended its spring radio campaign to include the months of June and July. With 262 stations having already received their time orders, it is reported, approximately 100 more stations will be added to the schedule for 5 and 15-minute programs to be released 3 to 12 times weekly.

A tentative appropriation of $100,000 has been set up by the company for radio during June, July and August, the campaign to be handled by Northwest Radio Adv. Co., Seattle. Stations currently broadcasting the company's advertising are:

KPO	WLEU	WSUN	WAGE
KGY	KHUB	WCOU	WDGY
KWJJ	WCED	WTAQ	WHEB
WHOP	WMUR	WEAU	KTKC
WAIT	KRLD	WFVA	WTSP
KUJ	WISE	WOV	WIBC
KMPC	KOL	KBON	WHAI
WCPO	KBIZ	WWL	KDYL
KXR	WKNY	WSFA	WHKC
WHEC	WCAZ	WIZE	WXYZ
KMTR	WMIN	WMCA	KDAL
KFVD	KSAN	WFDF	KLS
WBCU	WCBM	KVI	KALB
KFEL	KCMO	WTAX	KFFA
WIP	WINS	WCOA	KWKW
WGBI	KMJ	WWSR	KIDO
WSNJ	WLOL	WPEN	WCAE
KSOO	WMC	WKZO	WABY
KTSM	WITH	WDEL	WORC
WMRC	KWAT	WHAS	KLBM
WHBY	WJNO	KOB	KOA
WJLB	WREN	KRKD	KWLK
KWTO	KFXD	WNOE	WNEL
KOWH	WHBL	WSOO	KYA
KUNY	WPIC	KANS	KARK
WRVA	KROS	WDAS	WPRO
WISR	WGOV	WTCN	KSFO
WPAD	WHIO	KGDM	KXOK
WCAR	WCLO	WHLD	KSAL
KGHL	KTUL	WGR	KPAS
WBRC	KEVR	WBLJ	WLIB
WAAF	KWFT	KVGB	KFIO
KFYR	WJEJ	KERN	WIBA
WJDX	KROY	WNOX	WKAT
CKLW	WAAT	WICC	WRUF
WAPI	WOL	WFEA	WKBZ
WMFF	WBAL	KOOS	KAST
WMMJ	WMEX	WHBZ	KLCN
WISH	WHP	KFDA	WAJR
WIND	WKNE	KICA	KSEI
WDAY	WMMN	WWDC	WJW
KTFI	WCSH	WADC	WSVA
WALA	KILO	WGAN	WFMD
WFBP	WATR	KIT	WFAA
WSTV	WRAK	KLX	WFIN
KWKH	KITE	WTBO	KQW
ATHS	WOLF	WTAR	KFBK
WBIG	WEEU	WHBF	WAKR
KYA	WSAM	KCKN	WHO
KFJZ	KIRO	WFIL	WFHR
WWRL	WTTM	WTMV	WJJD
WSON	WING	KROC	WSAU
KFBB	WIRE	WTOL	WAVE
WCLE	WCSC	WKBW	WTHT
WCFL	KROW	WLAV	KFWB
WDZ	WEBQ	KVNU	WIBG
KPRC	KWYO	KPMC	KFOX
KGKR	WBTH	WCAX	KGKY
WLAW	KGGF	WJOB	KHSL
WEBR	KXL	WIL	KFXJ
KVOA	WFBR	KVAN	WAIR
KQV	WIS	KOVC	WKBH
WJBK	WINX	WKST	WFBM
WKBC	WDOD	KPOW	WKRC
KARM	WSPR	KHQ	WDEV
	KVOR	KDTH	

A CONTRIBUTION of $12,800 by CBS was listed last week by former Postmaster General James A. Farley, chairman of the national corporations committee of the USO campaign.

FOURTH ANNIVERSARY of *Dr. Kate*, NBC coast show, was held recently in new NBC Radio City, San Francisco. Radio hosts for the party were the "Sherwood Family" on *Hawthorne House*, John W. Elwood (center), new NBC-KPO manager, holding cake assisted by E. A. Parker, sales manager of Sperry Flour Co., sponsors of *Dr. Kate* (left) and John Dawson, sales manager, western division, Wesson Oil and Snowdrift Co., sponsors of *Hawthorne House*.

'TOWN HALL' PICKED
Will Launch OCD Series Of War Talks

THE OCD has selected the June 4 broadcast of *America's Town Meeting of the Air* on the BLUE to launch a project for a series of "Town Meetings for War", for discussion of war problems in towns and cities throughout the country under auspices of the 9,000 local defense councils. The Town Hall broadcast was selected as the first of the series, to set the pattern for discussion of current issues. Later discussions will not be broadcast.

"What Can I Do to Help Win the War?" will be the topic of the June 4 broadcast, to originate from WWVA, Wheeling, W. Va. Speakers will be James M. Landis, director of OCD; Leon Henderson, administrator of OPA; William P. Witherow, president, NAM, and president, Blaw-Know Co., and Helen Hiett, reporter and commentator of BLUE.

In St. Louis KSD EXCLUSIVE NBC OUTLET!

Again!

NBC-KSD PROGRAMS LEAD IN "FIRSTS"

IN THE "MOVIE — RADIO GUIDE" POLL

VOTING PREFERENCES SHOW NBC-KSD Carried:

7 of the FIRST 10 STARS OF STARS

7 of the FIRST 10 FAVORITE PROGRAMS

8 of the FIRST 10 MUSICAL PROGRAMS

AND FIRSTS IN OTHER CLASSIFICATIONS

This is the 22nd Nation-Wide poll in which NBC-KSD programs have led all other St. Louis Stations in Star-Program Firsts.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

Hollywood to Clarify Film-Radio War Issues

TO CLARIFY the position of radio in relation to motion picture talent and that industry's broadcast efforts for war purposes, the Hollywood Victory Committee's coordinating committee, headed by Don E. Gilman, BLUE western division vice-president, will meet with Nat Wolff, West Coast liaison officer of the Radio Division of the Office of Facts & Figures in a session tentatively set for June 3.

On the committee with Mr. Gilman are Sidney Strotz, NBC Western division vice-president; Lewis Allen Weiss, vice-president, Don Lee Broadcasting System; Donald W. Thornburgh, CBS West Coast vice-president; Charles Feldman, president of Feldman-Blum Corp., talent agency, and HVC talent committee chairman; Bert Allenberg, vice-president of Phil Berg-Bert Allenberg Inc., talent service, and Fred Beetson, executive vice-president, Assn. of Motion Picture Producers Inc.

RADIO EMBLEMS NOW AVAILABLE

Industry Offered Chance to Buy Symbolic Shield at Cost; First Shown at Convention

THE RADIO service emblem which made its appearance at the NAB Cleveland convention as a gift of WJR and WGAR made such a hit that at the suggestion of those stations BROADCASTING has agreed to receive all requests for additional pins and make them available to the industry at cost in whatever quantities desired [see advertisement on page 43].

From the radio response accorded the emblem at the opening luncheon addresssed by Archibald MacLeish, it is apparent that the radio industry has discovered a shield which is symbolic of the service which radio broadcasting is rendering in the war effort on both the home front and the fighting front.

This simple medallion showing a striped shield across which flashes the lightning bolt of radio surmounted by an eagle with wings spread, carries the slogan, "In Service of Home and Nation".

Sought in Quantities

Many broadcasters have been so taken with the idea of the pins they have wanted to know if they can have quantities of these made up for each member of their organizations. BROADCASTING, impressed by the timeliness of the promotion for the entire industry and with the idea that it will give broadcasters a symbol of their service in the war effort, has agreed to aid in the distribution of the pins.

Fuller & Smith & Ross, Cleveland advertising agency which designed the shield, has also arranged to furnish reproductions of the art work and full permission for the use of the shield in advertising or promotion which any American radio station may want to do.

John F. Patt, vice-president of WGAR, who coined the phrase "Radio—in Service of Home and Nation", asked BROADCASTING to take over the project as an industry matter rather than as a station promotion.

"We are receiving so many requests from radio stations to supply radio service pins that we are reordering in a fairly large quantity at once," he said. "The cost, including excise tax, with silver pins hand-tinted in the three colors, red, white and blue, will run around 60 cents each, although if the order is large enough, this may reduce slightly.

Industry Unity

"We are glad that several stations have decided to adopt the shield in their advertising and promotion because we feel something is needed to express the service which radio broadcasting is rendering in the war effort, on both the home front and the fighting front; and if this little emblem does it as well or better than anything else, it will serve a great purpose and will help to unify the great broadcasting industry.

"We do not want or seek any special credit for either the emblem or the pins, and we would like to see some aggressive, impartial organization like BROADCASTING Magazine take over this project as an industry matter rather than as a station promotion."

BROADCASTING therefore will accept orders for any number from one to several dozen that stations may desire. These orders will be forwarded to Cleveland and filled by WGAR and its agency at no profit to themselves or to BROADCASTING.

Sunday Morn Sponsor

IN ITS FIRST major radio venture, Lorstan Studios, Newark (photographs), will sponsor *Coast to Coast on a Bus*, half-hour children's program, on WJZ, New York, every Sunday, 10-10:30 a.m. With 33 portrait studios in the Middle East, and with an expanded advertising budget, the company will aim its promotion at families with growing youngsters, launching a personality child photo contest on the first broadcast, May 31. Children up to 14 will be invited to have their pictures taken free at a Lorstan studio, and will receive $5 prizes in war savings bonds. Contest will last two months. Contract is for 52 weeks. *Coast to Coast on a Bus*, has been on the air two years, and is currently heard on BLUE as a sustainer. United Adv., Newark, handles the account.

WAR NEWS programs, commentators and newscasters heard in Michigan and a calendar of world events of 1937-1941 are listed in a pocket digest recently compiled by Leo C. Lillie, lawyer of Grand Haven, Mich.

Taking Up the Slack!

Today's advertising dollars deserve careful allocation. The war effort suggests streamlining—taking up the slack.

In San Antonio, WOAI provides more than three times the listening audience of the second station and nearly twice that of all stations combined.*

Add to this 50,000 watts on a clear channel and you will see why your messages over WOAI go farther—at lowest per listener cost!

*C. E. Hooper Listening Index, Feb.-Mar.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WOR's WAR ON WASTE

Surprising Savings Are Effected as Drive To Conserve Materials Is Launched

WASTE TABOO at WOR is increasing efficiency besides saving supplies. Here are before and after desks. At work are (l to r) Emaline Lyman of the press department and Edyth Meserand of special features.

By J. R. POPPELE,
Chief Engineer, WOR, New York

TO LEAVE a motor idling, a faucet dripping, to throw away cans and toothpaste tubes and tinfoil—all this was commonplace. In fact before Dec. 7 conservation was chiefly a theory, rarely a practice. But now, within a very few months, nearly everyone has found a way to aid the country's war effort. Here at WOR the change was swift and noteworthy. From the moment of our entry into war, WOR's Suggestion Committee began receiving countless ideas from the station's employes on how to save, how to conserve essential materials. The executives, embodying many of the staff suggestions, decided to go further, and a station-wide campaign was started to save supplies and materials. With such slogans as "Don't Throw it Away —Stow it Away" and "Waste Saved Is Victory Gained", WOR has declared war on waste.

Mr. Poppele

The first step was the organization of our staff. As Chief Waste Warden, a committee, composed of a member from each department, was selected to serve with me. We then hit upon a method to graphically illustrate what was being wasted in day-to-day activities, and how we proposed to eliminate this waste. It was essential to conserve if we were to continue to use what we had on hand.

With the cooperation of the porters and page boys we collected discarded material, and sorted the daily contents of the waste baskets. We found countless rubber bands when we emptied vacuum cleaners; we found pencils only two-thirds used; we found hundreds of large sheets of paper on which only a few words had been written; we found many sheets of carbon paper which had been used only a few times, and hundreds of clips which were apparently serving no purpose, but which were still usable.

Put on Exhibit

The waste material that was collected in one day was put on exhibit in one of our studios. It dramatized our story, and gave the staff a better understanding of what we were trying to do. Two desks were brought into the exhibit. One was untidy and contained a vast quantity of supplies in helter-skelter fashion; the second desk was neat and orderly. The two desks contained exactly the same amount of material yet one looked crammed full, the other half empty. The story was evident. The sloppy desk owner ruins many of his or her possessions, and re-orders supplies unnecessarily.

Two files were also on display. One was neat and properly used, the other contained rubbers in the rear compartment, an old hat, maps and telephone books from years gone by. If this file had been cleaned out and the useless

(*Continued on page 40*)

All things being equal

or

The spot time buyer's dream come true

Same market—same power—same time—same program—four stations.

The market —Chicago
The power —50,000 watts
The time —6:00-6:30 PM Saturdays
The program—"This Is War"
The measurement—Chicago Hooper Radio Report—Feb., Mar., Apr., 1942

THE RESULT

Station W-G-N—5.4 rating
Station "B" —4.4 "
Station "C" —3.7 "
Station "D" —1.6 "

And so, in Chicago, guesswork is eliminated. Again, the evidence says, **"when all other variables are removed, W-G-N delivers more listeners to *your* program."**

50,000 WATTS

WGN

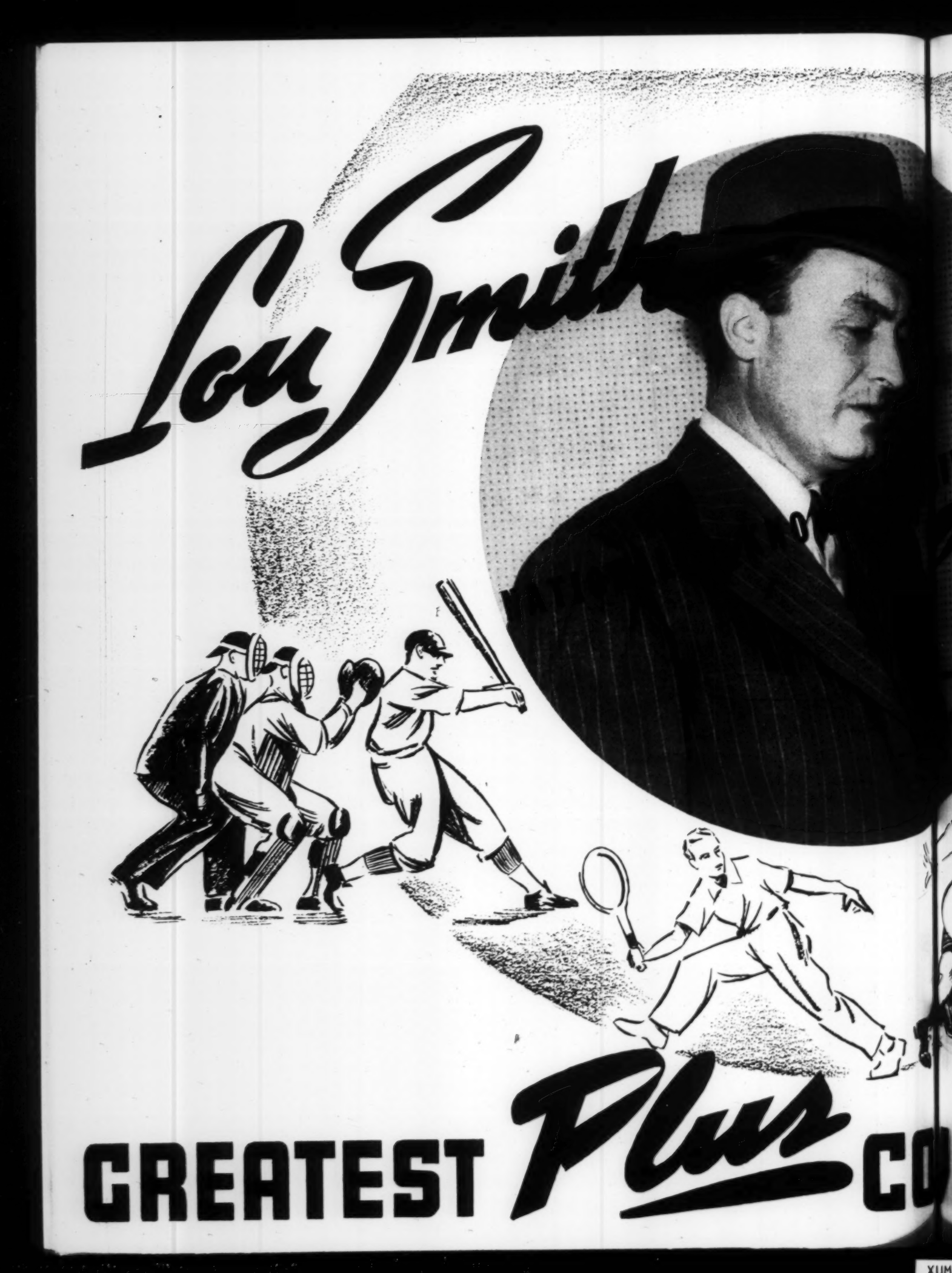
720 KILOCYCLES

A CLEAR CHANNEL STATION

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.


Lou Smith
GREATEST Plus

Sports Authority

BASEBALL EDITOR CINCINNATI ENQUIRER;

OFFICIAL SCORER CINCINNATI REDS;

SIGNED FOR YEARS!

EXCLUSIVELY AS SPORTS COMMENTATOR

OVER . . .

WCKY

L. B. Wilson

50,000 WATTS C B S

ERAGE STATION

XUM

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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Now or Never

IF NOTHING MORE comes of the Sanders Bill, designed to rewrite the antiquated Communications Act so as clearly to define and delimit the FCC's functions, the hearings thus far held will have served a useful purpose. But we predict that something more *will* happen to clear the atmosphere of uncertainty and to rid the industry of constant harassment at the hands of a power-hungry administrative agency.

The hearings enter their final phase this week before the House Interstate & Foreign Commerce Committee. Final direct testimony will come from members of the FCC, including Chairman Fly, speaking for the ax-wielding majority, and from Commissioner Craven, who has opposed every move to usurp power that clearly is not delegated by statute.

The committee, ably directed by Chairman Lea, veteran California Democrat, has uncovered much that is wayward in the FCC's activities relating to broadcasting. Members have evinced surprise that Congress has let radio regulation run riot so long. That is because, till now, all the activity has been before the Senate Committee, where the leadership hardly has been sympathetic to radio's case.

To say the hearings have already had a salutary effect doesn't mean, however, that the committee is elated over the industry's case. We would judge that most of its members are puzzled over the failure of certain strong industry segments to speak their minds, as they have done in private or in public pronouncements before the war put a quietus on all save war legislation.

Disappointment is indicated, too, over the absence of specific legislative recommendations to curb the FCC's powers. It is no secret that several committee members wonder whether there have been pressures exerted that have resulted in pulling of punches. The only concrete legislative recommendations came from the Federal Communications Bar Assn. and NAB President Neville Miller, when the hearings first got under way, and later from CBS, whose witnesses unburdened themselves under the barrage of questioning from the bench.

Others have wondered too, about the over-all showing. The Newspaper Radio Committee, for example, while it presented a potent and effective argument against the FCC's order discriminating against newspaper ownership, nevertheless bent over backward in salaaming the Commission for its fair treatment and courtesy during the year-long investigation, which still isn't concluded. Yet we recall charges of Gestapo tactics and rifling of newspaper-station files in the selfsame proceedings.

Similarly, the Clear Channel Broadcasting Service presented a powerful argument in defense of 1-A channels for the perpetuation of rural and small-town service. But there was no over-all attack upon the FCC majority, which has fostered a general clear-channel breakdown, and was stopped only by the war-dictated freeze of allocations. There was no explanation that CCBS was formed for the very purpose of protecting clear channels from disintegration.

It isn't our purpose to expose or to advocate or defend any particular industry viewpoint, other than that of preservation of a free, American system of broadcasting capable of maximum effectiveness in the war effort and in the rehabilitation following the war. Just a few weeks ago the whole industry, with a few glaring exceptions, was protesting the FCC's bureaucratic rule as a life and death matter. Now, because of some hidden assurances from undisclosed places, that ardor has cooled.

There's a far more important job on radio's hands than the evolution of new legislation. But Congress has given radio its day in court after more than a decade of pleading. The FCC, except where it was forced to move by higher authorities, hasn't suspended its civil regulation of radio or its crusading tactics.

Congress is calling the play. Radio owes to its public and itself presentation of its most effective case for a sound and proper statute that will hold now and endure after the war. It's now or perhaps never!

Rationing and Radio

BEFORE THE END of this year there will be more rationing—of that we may be assured from the hints dropped by key officials in Washington. More than likely, the new rationing will cover foods and clothing as present inventories become scarce. These are among the most important items in national and local sponsorship, so the broadcasters must gear themselves accordingly. Also affecting business, especially locally in view of the decentralization of distribution to the suburbs in so many big cities, will be the practically inevitable extension of gasoline rationing, now in effect in the Eastern States, to the rest of the country.

Between the war taxes and the heightened costs of operation, radio can pretty well resign itself to the fact that profits will dip to new lows for the duration. There is some comfort in the reassurances that come from key Government officials generally setting at rest the rumors that they are anti-advertising, as reported elsewhere in this issue. They could hardly take any other attitude considering the fine job radio and all other advertising media are doing for their Government. Their words certainly will be remembered after the war.

Fundamentally, the broadcaster, as manifest at the recent NAB convention, is now concerned not so much with profits as (1) with an abiding desire to do all in his power to help win this war, and (2) with the necessity of keeping his plant, his staff and his business together during these commodity-draining, manpower-drafting and belt-tightening days. One is corollary to the other, for radio is now definitely established as an industry necessary and vital to the prosecution of the war.

Though the Government hasn't yet said so formally, every statement uttered by key radio officials since Pearl Harbor and every action taken with respect to industry operations, notably the freeze orders and the projected equipment pooling plan, indicate they realize the basic structure of broadcasting must be kept intact.

The RADIO BOOK SHELF

WHAT WASHINGTON is like and how it got that way, is the theme of *Washington Is Like That* by Willard M. Kiplinger, editor of the Kiplinger News Letters published in the capital city [Harper & Bros., $3.50]. This book, says the author, a specialist in business relationships to Government, is written because of the urgent need for knowing and understanding Washington better, and it has been revised since work on it began in order to take in war aspects. It is highly recommended to all businessmen, so they will not only not look down on their capital but "not look up to Washington excessively, for the habit numbs the brain."

TWENTY-EIGHT children's radio stories have been collected and prepared for broadcasting in the new publication, *Once Upon a Time* [H. W. Wilson Co., New York, $2.25]. Stories were selected from her own broadcasts by Katherine Williams Watson, head of the children's department, Denver public library. Brief rules for story-telling broadcasts are included in the book.

WRITTEN to meet the needs of the practicing engineer who has a good foundation in electricity but no specific training in electronic concepts and methods is *Engineering Electronics* by Donald G. Fink, managing editor of *Electronics* Magazine [$3.50, McGraw-Hill, New York]. Book covers, among many other topics, physical electronics, electron tubes and electron tube applications.

We Pay Our Respects To —

THOMAS HOWARD LEWIS

THAT he was definitely not cut out to be an organization man, was the onetime conviction of Thomas Howard Lewis, who last week left the vice-presidency in charge of radio for Young & Rubicam and management of its Hollywood production office to become a major in the Army. He reports to Washington next week for assignment to the radio section of Special Service, formerly known as the Morale Branch.

Asked what caused a change of attitude toward organizational activity, of which he will have plenty in the Army, Tom insists that no decision was involved. He had been so impressed by the spirit of the agency that becoming one of the staff seemed a natural occurrence. Thus, his idea of being an independent freelance radio producer went by the boards.

Graduated from Union College, Schenectady, in 1926, he sold insurance, but without brilliant success, he says. Then one day in early 1928 he joined WGY, Schenectady, and set to work turning out continuity for a radio comedy act known as *Joe & Eddy*.

Tom worked up a personal appearance stunt for the team and this experience launched the Artists Service Bureau at WGY. During six years affiliation with WGY he tried his hand at all station duties with exception of selling and engineering. In November, 1934, young Lewis made a fast trip to Cleveland to arrange a commercial audition.

While there WTAM offered him a job as producer-writer and he signed a year's contract. As producer he was also in charge of commercial auditions and handled special event assignments. When the 12 months expired, Bill Hedges, then manager of NBC-operated stations, offered him the post of program manager of the network's Cleveland division. John Royal, then NBC vice-president in charge of programs, advised Tom to consider the offer, as managerial experience would round out his capabilities. Taking counsel, he assumed responsibility for one year.

Determined to establish himself in New York, he resigned at the close of 1935 and, fairly well fortified financially, went to the "Big City." Ray Perkins, m.c. of a program sponsored by Standard Oil Co. of Ohio, and Don Shaw, New York radio director of McCann-Erickson, whose acquaintance he had made at WTAM, paved the way for a meeting with Chester J. LaRoche, president of Young & Rubicam.

Although no opening was then available, Mr. LaRoche invited young Lewis to sit in on agency program meetings where policies and plans were discussed. Tom thereby became acquainted with the organization personnel. So sold had Lewis become on the Young & Rubicam operation that, when a few months later Mr. LaRoche said, in effect, "Look, there's an empty desk down the hall, why don't you do something about it?", Tom forgot his theories about wanting to be an independent producer. So on Feb. 22, 1936, he joined Young & Rubicam.

First assignment was producer of the weekly *Stoopnagle & Budd* show, sponsored by General Foods Corp. He also presented Jane Froman, vocalist, as star of the weekly NBC *Jello-O Show* when Jack Benny's program went on vacation that summer. He subsequently produced the CBS *Kate Smith Hour* when General Foods took over sponsorship in fall of 1936, in addition to many other programs.

Beneath the quiet dignity and unassuming manner of this broad-shouldered, likeable fellow, is a showman's sense of what appeals to the average Mr. & Mrs. Buyer. When he saw Ezra Stone in the Broadway play, "What a Life," Tom recognized the actor's radio possibilities. Upon his return from a European trip a few months later, he negotiated a spot for Stone on the *Kate Smith Hour*. Ezra Stone today is star of the weekly half-hour NBC program, *The Aldrich Family*, sponsored by General Foods.

Upon being made supervisor of production in September, 1938, Lewis went to Hollywood and launched the weekly CBS *Screen Guild Show*, sponsored by Gulf Oil Co. He was appointed agency head of all radio production in spring of 1939 and became a stockholder in the firm at Christmas, 1940. When Joe Stauffer resigned as the agency's Hollywood manager to become New York radio director of Kenyon & Eckhardt on July 1, 1941, Lewis took over the West Coast post along with his other duties. The vice-presidency of Young & Rubicam was conferred upon him as a 1941 Christmas gift.

Born in North Troy, N. Y., July 8, 1902, Tom received his primary and high school education in that community. His home is in Beverley Hills, Cal., where he resides with his wife, Loretta Young, the film actress, and six-year-old adopted daughter, Judy. The couple were married in Westwood, Cal., July 31, 1940. He is a Phi Delta Theta, and although admittedly a poor golfer, isn't unhappy over the fact.

Personal NOTES

PHYLLIS MOIR, formerly head of the lecture division of National Concert & Artists Corp., New York talent agency, is now director of the firm's newly merged lecture and special attractions division. John J. Collins, previously handling radio activities of the special attractions section, is assistant director of new division. Collins joined NBC in 1933, and later took charge of auditions for the network's Artists Bureau. He was assigned to special attractions in 1940 and retained this position when the bureau separated from NBC to be set up as NCAC early this year.

WILLARD W. HAPPY, of the sales department of WFDF, Flint, Mich., is the father of a baby girl. R. Graham Keevil, formerly of the sales department of WTCM, Traverse City, Mich., has joined the sales staff of WFDF.

THOMAS D. JOYCE, vice-president in charge of advertising and sales of RCA Mfg. Co., Camden, will speak at the seventh annual conference of National Federation of Sales Executives June 4-5 in New York.

GLEN BANNERMAN, president and general manager of the Canadian Assn. of Broadcasters, on May 26 was elected president of the Toronto Advertising & Sales Club. Lloyd C. Moore, commercial manager of CFRB, Toronto, was re-elected a director.

CHARLES ROBERTSON, of the BLUE stations relations department, joined the Army last week.

MAJ. RAYMOND B. BOTTOM, president and business manager of the Newport News (Va.) *Times Herald* and *Press*, and head of the associated company operating WGH, has been commissioned a lieutenant commander in the Naval Reserve and has been ordered to active duty in the Fifth Naval District. During World War I, he served in the Air Corps, and for 14 years afterward he was in the regular Army as a Coast Artillery officer.

JOSEPH H. RAUH, senior assistant general counsel of the FCC from May, 1940, until May, 1941, has been commissioned a first lieutenant of ordnance in the Army and shortly will be sent overseas. He left the FCC May 19, 1941, to become assistant general counsel of the Lend-Lease Administration.

TOM RAY, formerly of the Katz Agency, San Francisco, has joined the NBC national spot sales division in San Francisco, succeeding William Shea, recently appointed manager of the KPO press department.

FRANK BURNS, formerly account executive of KJBS, San Francisco, has joined the sales staff of KQW.

GEORGE JONES, recording traffic manager of C. P. MacGregor Co., Hollywood transcription concern, and Donna Jean Olsen of that city are to be married June 6.

IRWIN ROBINSON has returned to *Advertising Age* as executive editor, resigning from the New York staff of the Office of the Coordinator of Inter-American Affairs.

AL ROGERSON is now manager of CJKL, Kirkland Lake, Ont.

HARVEY FREEMAN, from the London Life Insurance Co. in Timmins, Ont., has joined the sales staff of CKGB, Timmins.

JOHN BALLARD, manager of KGNC, Amarillo, Tex., has been named chairman of the chamber of commerce entertainment committee in charge of visiting military representatives and newcomers to Amarillo in connection with war installations.

WALTER N. PEGRAM, formerly commercial director of WCHV, Charlottesville, Va., has joined the sales staff of WSIX, Nashville.

JAMES T. KELLEY, Chicago manager of Radio Advertising Corp., station representatives, on May 23 married Margo Simpson Code, of Rochester, N. Y., and Sarasota, Fla. The ceremony took place in Lexington, Ky.

GEORGE H. JASPERT, new manager of WPAT, Paterson, N. J., has been elected a member of the Paterson USO Council.

PAUL WHITE, CBS director of public affairs, returned to his desk last week after a month's rest under doctor's orders.

BERRY LONG, account executive of KOA, Denver, on May 23 left for San Diego to become a chief petty officer in the Navy. He will later be assigned to the Denver recruiting office.

FRED MUELLER, director of research of KMOX, St. Louis, has left that station to accept a civil service position.

MARTIN DAVIDSON, former member of the editorial staff of BROADCASTING, will join the Marine Corps June 3 and will be sent to Officers Training School at Quantico.

PARKER WHEATLEY, radio director of Northwestern U., has been inducted into the Army at Camp Grant, Ill. While his successor has not been appointed, his programming duties have been assigned to James H. McBirney, dean-elect of the university speech school, and John Frederick of the journalism school.

LEONARD KAPNER, manager of WCAE, Pittsburgh, is the father of a baby girl, Patricia Ann.

XUM

ROY H. FAULKNER, former president of the Auburn Automobile Co., president of the Pierce-Arrow Sales Co., vice-president of the Aviation & Transportation Co. and president of the Columbia Axel Co., has been named vice-president of the General Broadcasting System Inc., and its affiliates, Motion Picture Productions Inc. and the Emerson Corp., Detroit. Mr. Faulkner's headquarters will be in the Rockefeller Bldg., Cleveland.

ROBERT C. MARVIN, advertising manager of WICA, Ashtabula, O., has resigned to join Grant Adv. Agency as manager of the Dallas office.

C. POWELL ADAMS has resigned from the sales staff of WSIX, Nashville, to join WLAK, Lakeland, Fla.

L. O. FITZGIBBONS, commercial manager of WOC, Davenport, has been elected president of the Advertisers Club of Davenport.

AL ROBINSON has joined the sales force of WRDW, Augusta, Ga.

HAL DAVIS, a partner in the New York publicity firm of Davis-Lieber, has enlisted in the Navy and is now on active duty as a third class yeoman, currently based in New York. Les Lieber, who left the firm at the same time as Davis to go into defense work, has returned from Cuba and is in New York for the present. Davis-Lieber continues in business under the direction of Leo Miller.

CHARLES VANDA, CBS New York executive producer and OFF radio consultant, is in Hollywood to produce a series of network programs and to consult with Nat Wolff, Hollywood liaison officer of the Government agency.

RICHARD PUFF, for two years in charge of radio statistics for reports of the Cooperative Analysis of Broadcasting, has joined the sales promotion department of MBS as chief statistician. Puff has been active in radio survey work with the Crossley research organization for three years.

TORRENT (Ky.) WON'T FLOOD YOU WITH BUSINESS!

What with sales volume depending more than somewhat on buying power, business is scarcely more than a trickle from towns like Torrent, Tidalwave and Greasy Creek (Ky.). That's why more and more smart advertisers are concentrating on the Louisville Trading Area, where 1,331,200 people, with 57% of Kentucky's buying power, keep sales volume at flood stage! . . . WAVE, too, concentrates on the Louisville Area, provides *complete* coverage for far less than the cost of any other medium. Isn't that what *you* want nowadays?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Meyer to WSRR

HAROLD H. MEYER, manager of KYA, San Francisco, recently sold to Palo Alto and San Francisco interests by Hearst Radio Inc., subject to FCC approval [BROADCASTING, May 4], will leave that station to become manager of WSRR, Stamford, Conn., on June 15. Mr. Meyer formerly was manager of WSUN, St. Petersburg.

EDGAR H. FELIX, director of Radio Coverage Reports, a service which was recently suspended in order to undertake work for the Signal Corps, has been commissioned a captain and has been assigned to the office of the Chief Signal Officer in Washington.

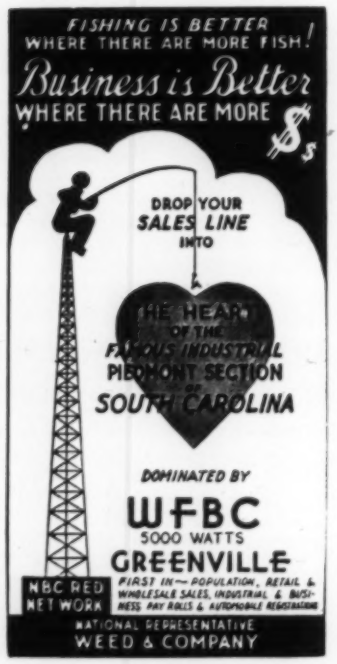
JAMES SHATTUCK, assistant editor in the commercial editing department of CBS, has joined the Navy as a lieutenant (j.g.). Replacing him will be James S. Burke, former assistant manager in the CBS program service division.

Graves Taylor in Army For Ordnance Publicity

ASSIGNMENT of Capt. Graves Taylor to the Cleveland Ordnance District as public relations officer was announced last week by Col. H. M. Reedall, deputy district chief. Capt. Taylor has operated Graves Taylor & Associates, public relations counsel, for the last four years.

Mr. Taylor

Born at Ewell, Md., Capt. Taylor was graduated from Washington College and has been identified with Cleveland activities since 1929, first as advertising and promotion manager of R-K-O theatres, then as program and public relations director of WGAR. He resigned the radio post in 1938 to establish Graves Taylor & Associates. In his position at Cleveland Ordnance District Capt. Taylor will carry out specialized work in the industrial production field.


FISHING IS BETTER
WHERE THERE ARE MORE FISH!
Business is Better
WHERE THERE ARE MORE $'s
DROP YOUR SALES LINE INTO
THE HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE
NBC RED NETWORK
FIRST IN — POPULATION, RETAIL & WHOLESALE SALES, INDUSTRIAL & BUSINESS PAY ROLLS & AUTOMOBILE REGISTRATION
NATIONAL REPRESENTATIVE
WEED & COMPANY

W47NY Appoints Keim Manager, Chief Engineer

NEW TO FM broadcasting, Llewellyn Bates Keim has been named general manager and chief engineer of W47NY, New York, licensed to Muzak Corp. As an amateur, Keim has operated W21KV which was publicized for its contacts with the Archbold Hollandia expedition of 1938 and 1939 and also with the American group on Pitcairn Island.

Mr. Keim

Graduating from Harvard in 1929, Mr. Keim spent eight years in the mercantile field before joining the radio field professionally. During the past four years he has served as a consultant in the field of radio and electronics with WSRR, Stamford, and as assistant secretary of the Institute of Radio Engineers.

Hemingway to FCC

LESTER HEMINGWAY, brother of the famous author, has joined the Foreign Broadcast Monitoring Service of the FCC as an assistant editor, it was learned last week. Born April 1, 1915, in Oak Park, Ill., Mr. Hemingway has had a varied newspaper and advertising career, having worked successively as a reporter for the *Chicago Daily News*, a feature writer for *Reader's Digest*, survey analyst for Ruthrauff & Ryan, rewrite man for the newspaper *PM* and picture editor of *Country Home*. Before joining the FCC he was an information specialist for the Office of Emergency Management.

McCarthy to WKRC

APPOINTMENT of Tom McCarthy, formerly of WCPO, Cincinnati, as head of the news department of WKRC, Cincinnati, was announced last Tuesday by Hulbert Taft Jr., station's general manager. Mr. McCarthy, who attended Georgetown U, also was a columnist with the *Washington Post* and the *Washington Times-Herald* and worked for NBC in the Capital.

WAR brings NEW PROBLEMS

We have been solving problems in the complex New York market for 25 years. We are helping manufacturers and their advertising agencies through our specialized technique to protect their franchises and maintain good-will for their products.

What are *your* problems? Perhaps we can help you solve them!

JOSEPH JACOBS

JEWISH MARKET ORGANIZATION
6 EAST 46TH ST., NEW YORK
MURRAY HILL 2-6995

Quebec Province To Have New Net

Northwestern Area Is Center Of Three-Station Hookup

AUTHORIZATION for what is understood to be a private network in Quebec Province was granted recently by the board of governors of the Canadian Broadcasting Corp. Word of the establishment of such a network had been rumored in the industry for some weeks.

That a network is to be established, was intimated by National War Services Minister J. Thorson at Ottawa last week when he told the first session of the Parliamentary Committee on Radio Broadcasting that a new station had been authorized at Amos, Que., and that CKRN, Rouyn, and CKVD, Val d'Or, Que., have been added to the CBC network. The network is to service the Abitibi region of Northwestern Quebec with French and English programs, and will function as soon as technical arrangements can be completed.

From the operating organization of CKRN and CKVD, Northern Broadcasting & Publishing Co., Timmins, Ont., it is learned that call letters of the Amos station will be CHAD, and that both the new station and CKVD will operate with 250 watts power, using Canadian Marconi equipment.

The network will be known as the Northern Quebec Broadcasting System. Jean Legault, manager of CKRN, will be manager of the three stations, and Dan Carr, manager at CKVD, will be commercial manager. Roy H. Thomson is listed as chief owner of CKRN and CKVD and is president of Northern. Operating details of the three stations as a network are not yet available.

12 SCHOLARSHIPS AWARDED BY WATL

SCHOLARSHIPS amounting to $1,250 were awarded to the 12 winners in the fifth annual scholarship contest of WATL, Atlanta. The contest is based on the writing of original radio plays and is open only to high school seniors in the Atlanta area.

Winners may use the scholarship at any college in the United States and in the past four years the station has seen winners enter eight Georgia colleges and colleges in eight other states as well. In addition each school whose pupils enter the scholarship contest is eligible to elect one of its juniors for a WATL Travel Scholarship. The fourteen current winners and their two chaperones will be sent to Denver in June to attend the National Association of Student Officers. The stations pay for transportation, hotel bills, registration.

College and travel scholarship contests are sponsored by J. W. Woodruff, owner and president of WATL and conducted by Para Lee Brock, educational director of the station.

GEORGE SCHMIDT, account executive of WOR (left), dug this picture out of his files for us. It shows him as a gob detailed to guard the late Teddy Roosevelt while stationed at Baltimore during a Liberty Bond drive. George, incidentally, is said by his bosses to have sold more time on one radio station than any man in the country—$2,600,000 worth, to be exact.

C. L. MENSER, national program manager of NBC, was recently honored with a hand-lettered parchment from Knox College, Galesburg, Ill., for the theatrical program he instituted at the college some years ago.

Nesbitt Nationally

NESBITT FRUIT PRODUCTS, Los Angeles, in a 13-week summer campaign starting June 2, will sponsor twice-weekly the quarter-hour transcribed commentary series *Passing Parade* with John Nesbitt on eight stations nationally. List includes KTSW KFRC KOH KWK WCOC WHO WMBD WBEN. Other stations will be added. Firm in addition sponsors *Bob Garred Reporting* on 6 CBS Pacific Coast stations (KNX KWQ KARM KROY KOIN KIRO), Saturday, 5:45-5:55 p.m. (PWT). Kelso Adv. Agency, Los Angeles, has the account.

NAVY RECRUITING drive for 10,000 Chicago men in June is being promoted with spot announcements on nearly every Chicago station and special programs produced by the Navy. Chairman of the radio committee of the Chicago area is Hill Blackett, vice-president of Blackett-Sample-Hummert, Chicago.

KFUO Marks Opening Of New $120,000 Plant

COMMEMORATING its 18th birthday May 31, KFUO, Concordia Seminary, St. Louis, opened its new $120,000 studio-transmitter project, Radio Mission House. Official ceremonies celebrating the event were highlighted with an address by Rev. Dr. John W. Behnken, president of the Lutheran Church, Missouri synod, which operates the station non-commercially.

KFUO originates the international broadcast, *Bringing Christ to the Nations*, heard in English and Spanish on 300 MBS affiliates and independent stations. Local service was recently improved by FCC decisions which put the station on 850 kc., increased its power from 1,000 to 5,000 watts and granted fulltime.

HOWARD H. WILSON Co. has been appointed exclusive national representative of KFMB, San Diego.

.00334225%

..of the Earth's continental land area is within KFYR's .5 M-V daytime contour. Not much, you say? Maybe not. But that astronomical-figure-in-reverse represents 175,000 square miles of good Northwest earth . . . represents over two million receptive listeners just waiting to hear your story on KFYR.

How about it?

ASK ANY JOHN BLAIR MAN FOR THE COMPLETE STORY OF KFYR

KFYR Bismarck

550 KILOCYCLES 5000 WATTS

WCAO
in Baltimore

CONSISTENTLY
REACHES &
INFLUENCES

the cream of your sales potentials

•

600 KC
CBS BASIC

Paul H. Raymer Co.
Nat'l Sales Representatives

BEHIND the MIKE

FRANK SMOTHERS, veteran foreign correspondent of the *Chicago Daily News*, is substituting for Gregory Zeimer, recently seriously injured, on the *Views on the News*, half-hour Sunday afternoon news discussion by WLW commentators Carroll D. Alcott, William H. Hessler, Jay Sims and Mr. Zeimer and sponsored on seven NBC Midwestern stations through WLW by Ohio Oil Co., Findlay, Ohio. Mr. Zeimer is recovering from injuries sustained in an automobile crash, and will be absent from the program for several weeks.

HELEN COMPTON, formerly stenographer in the sales department of WGN, Chicago, has joined WAAF, Chicago, as a record turner. Veronica Ducey, formerly of WJJD, Chicago, succeeds her.

DAVID PENN, news analyst, recently on stations in Central Ohio, has joined WOV, New York, to handle five-minute evening newscasts.

ROBERT E. GROSS, new to radio, has joined the program staff of WMRN, Marion, O. Bert Stille, formerly farm editor of WMRN, has resigned to enter defense work in Columbus.

SAM WOODALL has been added to the announcing staff of WRDW, Augusta, Ga. Gil Evans has been appointed WRDW musical director replacing Paul Reed who resigned to study engineering.

DERBY SPROUL, production manager of KLZ, Denver, now serving in the Air Force, has been promoted to a captaincy.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, has enlisted in the Army Air Force as an aviation cadet.

VIRGINIA MAHONEY, formerly of KNX, Hollywood, has joined KROW, Oakland, as commentator on the *Barbara Lee* program, succeeding Mary Dorr, who recently went to Washington, D. C.

HELEN STENSON, formerly of the KPO, San Francisco, sales department, has been appointed assistant in charge of NBC-KPO sales traffic. Alice Meuniet succeeds her.

LORRAINE BRUNSON, formerly of the Hollywood staff of BROADCASTING, has joined the network sales department of NBC San Francisco, as secretary.

TOL WARE, freelance announcer, San Francisco, recently was inducted into the Army.

WALLACE RUGGLES, producer, recently resigned from NBC San Francisco, to join the radio department of the Coordinator of Information in San Francisco.

MONROE UPTON, Hollywood writer, having joined the U. S. Merchant Marine as wireless operator, Stan Davis and Marvin Fisher are now writing the weekly NBC *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co.

RUSS JOHNSTON, CBS West Coast program director, will be principal speaker June 13 at the annual Los Angeles City College radio broadcasting division dinner. He will discuss the radio industry's part in the war effort.

PHIL HARRIS, Hollywood musical director of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), is the father of a 7½ lb. girl born May 19. Mrs. Harris is the film actress known professionally as Alice Faye.

ROLPHE RETURNED, but this time with Uncle Sam as sponsor. Prior to joining the Navy a year ago, Shelley Rolphe (right) handled many stints for sponsors on WPTF, Raleigh. Now he has been assigned to public relations work in North Carolina recruiting offices, consequently returning to Raleigh. Here he checks with Announcer Tommy Williams prior to a program for the Navy.

DAVID ANDERSON, formerly with UP and Transradio Press, has joined the news staff of WMCA, New York, as night news editor. Anderson covered the 1937 Roosevelt tour for Transradio. He formerly published *Perspective*, a West Coast magazine.

WILLIAM JOLESCH, publicity writer of the BLUE-Chicago, and formerly of KROD, El Paso, has enlisted in the Army Air Corps, public relations staff, Randolph Field, Texas. He will be succeeded by Don McGuine, Chicago freelance writer.

LIEUT. CHARLES WARWICK OGELSBY, former announcer of WHAT, Philadelphia, became the father of a girl, May 17.

HIBBARD CLEVELAND, formerly connected with the Des Moines Ed phone distribution office, has joined the announcing staff of WHO, Des Moines. Merrill Mulready has joined the news staff of WHO, coming from WNAX, S. D., where he was news editor.

JAY MILTNER, new staff announcer of WKBN, Youngstown, is the father of a baby girl.

DAVE WORLEY, former announcer and continuity writer of KFYO, Lubbock, Tex., has joined KOB, Albuquerque, N. M., as announcer.

DON RUSTICI, formerly announcer of WSRR, Stamford, Conn., is to join WELI, New Haven, Conn., replacing Leo Mann, now in the Signal Corps.

AL CONSTANT, new to radio, has joined the announcing staff of KOWH, Omaha.

DON CARLSON, from CFGP, Grand Prairie, Alta., has joined the announcing staff of CKGB, Timmins, Ont. Bill Pellow, CKGB announcer, is to leave for the armed forces.

WALTER WAGONER, formerly of KFXM, San Bernardino, Cal., and Paul Stevenson, from KGGM, Albuquerque, have joined the announcing staff of KROD, El Paso. John Harrison, KROD announcer, has resigned to join the Marines.

BILL PHILLIPS, announcer of WOKO, Albany, N. Y., has joined the Army Air Force as an aviation cadet.

ERNEST R. RICCA, head of the production staff of WWJ, Detroit, and Anna Jeanne Mieras, of the Wayne U Broadcasting Guild, were to be married May 23.

JOHNNIE THOMPSON, announcer of WTTM, Trenton, has been named m.c. on the *Stars in the Making* show, replacing Jack Petris, of WFPG, Atlantic City, who handles a similar program there for Sealtest.

HARLAN WARE, Hollywood script writer of the five-weekly quarter-hour NBC serial, *The Bartons*, sponsored by Procter & Gamble Co., (Duz), is the father of a girl born May 22.

ARNOLD MAGUIRE, Hollywood writer-producer of the weekly half-hour Pacific BLUE amateur program, *Time Out Time*, has taken on the additional assignment of m.c.

FLEETWOOD LAWTON, news analyst of KFI-KECA, Los Angeles, on May 24 started a Sunday morning quarter-hour commentary on NBC Pacific Coast station.

LIEUT. GEORGE THAINE ENGLE, former public relations assistant at WBAP-KGKO, Fort Worth, has received his commission as a second lieutenant in the Army Signal Corps and has been assigned to Harvard U.

LONNY STARR, former free-lancer in Philadelphia, has been named chief announcer of WBOC, Salisbury, Md. Michael Morris, who did radio work in New York, has joined the announcing staff and will also do script writing.

JACK KERRIGAN, production manager-announcer at WHO, Des Moines, was recently elected publicity chairman of the local advertising club.

BILL BROWN, sports editor at WHO, Des Moines, has resigned to become a partner in Radio Distributing Co., radio sales organization.

BILL RATCLIFF, program director of WORD, Spartanburg, S. C., as the result of his handling of a J. B. Williams Co. Army camp show, *True Or False* from Camp Croft, S. C., was requested by that company to handle another show from Fort Bragg, N. C.

FENTON FORD, formerly in the public relations department of the Farm Security Administration, and Bob Franklin, from KSLM, Salem, Ore., have been added to the announcing staff of KGW-KEX, Portland, Ore.

RAY SENTKER, assistant promotion director of KSL, Salt Lake City, May 19, became the father of a boy, Craig Raymond.

LOUIS JULIAN, night supervisor of BLUE announcers, has joined the Army and is now stationed at Fort Dix, N. J.

WALT BODINE, formerly of KVAK, Atchinson, Kan., and Bob Fleming, new to radio, have joined the announcing staff of KCKN, Kansas City.

BOB WALDROP, formerly on the BLUE announcer staff, is now on the public relations staff at Camp Lee, Va., and is acting as announcer on broadcasts from the camp.

JACK WAGES has joined KOY, Phoenix, Ariz., as announcer-producer. He also continues as male lead on the morning show, *Love Story Time*, sponsored by Tovrea Packing Co., on Arizona network stations.

MARVIN YOUNG, formerly NBC Hollywood writer-producer, now assigned to the Special Service Division of the Army, has been promoted to lieutenant-colonel. He is stationed in Washington.

RAYMOND KATZ, traffic manager of WHN, New York, has joined the Navy, and is succeeded by Arthur Weill, formerly of the accounting department.

BOB BRUNER, from WSOY, Decatur, Ill., now in the Army has gone to officer's training school in Florida. Marty Mueller, also from WSOY, is now a radio instructor at Scott Field, Ill.

HARRY BOYLE, formerly of CKNX, Wingham, Ont., and the *Stratford* (Ont.) *Beacon-Herald*, has been appointed Ontario farm broadcast commentator for the Canadian Broadcasting Corp. He succeeds Don Fairbairn, now with the Royal Canadian Air Force.

JOHN FRIESEN, fromerly with the Manitoba Canadian Broadcasting Corp. regional farm broadcasts, is now in the Royal Canadian Air Force.

HARRY WOOD, formerly of WNEW, New York, has joined the announcing staff of WFIL, Philadelphia, replacing Gene Rubessa, who joined WNEW.

JOE NOVENSON, announcer of WFIL, Philadelphia, has been accepted as an aviation cadet by the Army Air Force.

TED CORDAY, NBC staff director, has been inducted into the Army and reported last week at Ft. Dix, N. J. Mr. Corday's marriage May 11 also was revealed last week. The bride is Betty Shay, NBC production assistant and audition director who is continuing with the network.

DOUG EDWARDS, assistant news editor and announcer of WSB, Atlanta, was one of six Atlanta newsmen elected to professional membership in Sigma Delta Chi, professional journalism fraternity. Invitations were extended by the Emory U chapter and initiation was May 23.

ALAN MITCHELL, artist of the sales promotion department of NBC-Chicago, has entered the Army at Camp Grant, Ill.

SHIRLEY PRUESS, new to radio, has joined the NBC Hollywood publicity department.

JERRY STONE, director of publicity of WDAS, Philadelphia, leaves June 3 to enter the Army.

JESSIE YOUNG, *Kitchen Counsellor* heard on midwest radio stations since 1926, joins the staff of WFIL, Philadelphia, on June 1 to launch the new *WFIL Kitchen Club*.

COMPOSITE LETTER to Sgt. "Will Douglas" Dougherty was manufactured by 18 of his former associates at WKBN, Youngstown, who have struck upon a solution for concentrated correspondence with employes now in the service. The 18, including Owner Warren P. Williamson Jr., wrote their messages on one long paper.

20 leads for salesmen from one Printers' Ink article!

Eugene Thomas, sales manager of Station WOR, found them in the Wartime Advertising Edition.

You can get a free reprint of the article "Wartime Advertising" about which Eugene Thomas, sales manager of Station WOR, wrote: "This gave me 20 leads which already have been assigned to our salesmen."

While PRINTERS' INK is edited for advertisers and agencies, the experience of media man Thomas is not exceptional. Many astute radio, newspaper, magazine executives and others who sell to advertisers keep an eye on P.I. for opportunities to bring constructive ideas to the attention of their prospects.

Your station promotion appearing in PRINTERS' INK will carry *your ideas* to the largest *identified* audience of advertisers and agencies available. A one-sixth page campaign, appearing thirteen times, costs only $40.00 per insertion.

FREE—THESE ARTICLES WILL HELP YOU SELL RADIO TIME

"WARTIME ADVERTISING"—41 different examples of constructive wartime advertising. Every one an idea to help you hold accounts that are threatening to cancel for the duration. The PRINTERS' INK issue containing this article was sold out a few days after publication date.

"HOW TO FIND BEST RADIO STATION AND TIME TO ADVERTISE YOUR PRODUCT"—What Marlin Blades discovered from its testing experiences. A procedure adaptable to many products. You may open up some tough sales situations by recommending a similar marketing technique.

Write now for your free copies of these articles. Address the Advertising Department, PRINTERS' INK, 185 Madison Ave., New York, N.Y.

ADVERTISING CAN HELP WIN THE WAR

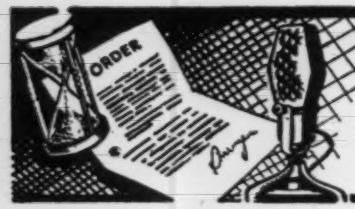
PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

Manhattan Soap Co., New York (Sweetheart Soap), 4 *sa*, 10 weeks, thru Franklin Bruck, N. Y.

Iowa Soap Mfg. Co., Camden, N. J. (Magic Washer cleanser), 5 *sp* weekly, 13 weeks, thru James G. Lamb, Philadelphia.

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, 16 weeks, thru Young & Rubicam, N. Y.

Parkway Baking Co., Philadelphia (Parkway Bread), 5 *sa* weekly, 13 weeks, thru J. M. Korn, Philadelphia.

General Baking Co., New York (Bond Bread), 6 *sa* weekly, 4 weeks, thru Ivey & Ellington, Philadelphia.

KFI, Los Angeles

Safeway Stores Inc., Oakland, Cal., (fresh vegetables), 5 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

Quaker Oats Co., Chicago (Aunt Jemima Pancake flour), weekly *t*, thru Sherman K. Ellis & Co., Chicago.

Sealy Mattress Co., Los Angeles (mattresses), weekly *sp* thru Alvin Wilder Adv. Los Angeles.

Flamingo Sales Co., Hollywood (nail polish), 2 *sa* weekly, thru Buchanan & Co., Los Angeles.

Hecker Products Corp., New York (Shinola Jet-Oil), 200 *ta*, thru Benton & Bowles, N. Y.

National Biscuit Co., New York (Shredded Wheat), 6 *ta* weekly, thru Federal Adv. Agency, N. Y.

KGNO, Dodge City

Standard Oil Co., Chicago, 6 *ta* weekly, 78 times, thru McCann-Erickson, Chicago.

Continental Oil Co., Ponca City, 5 *ta* weekly, thru Tracy-Locke-Dawson, N. Y.

United Drug Co., Boston (Rexall), 4 *sp* weekly, thru Spot Broadcasting, N. Y.

Frye Aircraft Co., Omaha, 6 *sa* weekly, thru Driver & Co., Omaha.

Sunway Vitamin Co., Chicago, 2 *sa* weekly, thru Sorenson & Co., Chicago.

WRC, Washington

Hudson Pulp & Paper Corp., Philadelphia (paper napkins), 26 *sa*, thru James Lamb Co., Phila.

Macfadden Publications, New York (Liberty), *sa*, thru Erwin, Wasey & Co., N. Y.

Safeway Stores Inc., Oakland, Cal., (Numade mayonnaise), 48 *sa*, thru Lord & Thomas, San Francisco.

WMAL, Washington

Kellogg Co., Battle Creek (Corn Flakes), 260 *sa*, thru J. Walter Thompson Co., Chicago.

KFVD, Los Angeles

Compagnie Parisienne, San Antonio (perfume), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KECA, Los Angeles

Sontag Drug Stores, Los Angeles (chain), 3 *sp* weekly thru Milton Weinberg Co., Los Angeles.

KHJ, Los Angeles

Household Finance Corp., Chicago (family finance service), 6 *sa* weekly thru BBDO, N. Y.

WNEW, New York

Savings & Loan Radio Group, New York, 6 *sp* weekly, thru Heffelfinger, N. Y.

WDAY, Fargo

Fitger Brewing Co., Duluth, 6 *sp* weekly, thru WEBC, Duluth.

Lever Bros., Cambridge (Rinso), 5 *t* weekly, thru Ruthrauff & Ryan, N. Y.

Campbell Cereal Co., Minneapolis, 7 *sa* & *ta* weekly, thru H. W. Kastor & Sons, Chicago.

Pure Oil Co., Chicago, 2 *sa* weekly, thru Leo Burnett Co., Chicago.

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

Mid-Continent Petroleum Co., Tulsa, 5 weekly *ta*, thru R. J. Potts & Co., Kansas City.

Standard Oil of Indiana, Indianapolis, 6 *ta* weekly, thru McCann-Erickson, Chicago.

Hall Hardware, Minneapolis, 14 *sa* weekly, 182 times, thru Campbell-Mithun, Minneapolis.

Minnesota Farm Bureau Federation, St. Paul, 2 *sp* weekly, 26 times, thru McCord Co., Minneapolis.

Northrup-King, Minneapolis, 6 *sa* weekly, 78 times, thru Olmsted-Hewitt, Minneapolis.

Kellogg Co., Battle Creek, Mich., 10 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

WWRL, New York

Nu-Ox Products Co., New York (Klenzo cleaning products), weekly *sp*, 13 weeks; also 6 *sa* weekly, 4 weeks, direct.

Food Health Institute, New York, 4 *sa* weekly, 8 weeks, thru Herbert Albert, N. Y.

American Express Co., New York (money drafts), 2 *sa* weekly, 6 weeks, thru Caples Co., N. Y.

Bolle & Detzel, New York (furniture), 2 *sa* weekly, direct.

WEAF, New York

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.

Warner Bros., New York ("Yankee Doodle Dandy"), 3 *ta* weekly, thru Blaine-Thompson Co., N. Y.

WHN, New York

United Institute of Aeronautics, Hoboken, N. J. (aviation school), 5 *sp* weekly, 13 weeks, thru J. R. Kupsick Adv., N. Y.

Miller & Co., (telescopes), 7 *sp* weekly, 13 weeks, thru United Adv. Co., Chicago.

WJZ, New York

Loew's Inc., New York ("Gone With the Wind"), 3 *sa* weekly, 10 weeks thru Donahue & Coe, N. Y.

Ex-Lax Inc., Brooklyn (laxative), 10 *ta* weekly, thru Joseph Katz Co., Baltimore.

WEVD, New York

American Home Products, Jersey City (Anacin), 5 *ne*, 26 weeks, thru John F. Murray Adv. Agency, N. Y.

Best Foods Co., New York (Hellman's Mayonnaise), 3 *sp* weekly, thru Benton & Bowles, N. Y.

Procter & Gamble Co., Cincinnati (Camay), 5 *sp* weekly, 52 weeks, thru Pedlar & Ryan, N. Y.

Procter & Gamble Co., Cincinnati (Ivory Soap & Crisco), 5 *t* weekly, 156 weeks, thru Compton Adv. Co., N. Y.

Carnation Milk Co., Milwaukee, 5 *sp* weekly, 104 weeks, thru Erwin, Wasey & Co., N. Y.

Crawford Clothes, New York, 40 *sa* weekly, thru Al Paul Lefton, N. Y.

Pepsi Cola Co., New York, 50 *ta* weekly, thru Newell-Emmett Co., New York.

Lever Bros., Cambridge (Spry), 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

WQXR, New York

Pan-American Coffee Bureau, New York (iced coffee), 24 *ta* weekly, 8 weeks, thru Buchanan & Co., N. Y.

Warner Bros. Pictures, New York ("Yankee Doodle Dandy"), 12 *sa* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.

Lever Bros. Co., Cambridge (Vimms tablets), 5 *ta* weekly, 2 weeks, thru BBDO, N. Y.

Omnibook Inc., New York (book digest), weekly *sa*, 1 week, direct.

WMAQ, Chicago

Chicago Sun, Chicago, 15 *sa*, thru MacFarland, Aveyard & Co., Chicago.

Arlington & Washington Park Jockey Clubs, 134 *sa*, thru Schwimmer & Scott, Chicago.

WBBM, Chicago

National Biscuit Co., New York (Nabisco shredded wheat), 5 *ta* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.

Insurer's News

BENEFICIAL CASUALTY INS. Co., Los Angeles, on June 7 starts sponsoring a weekly quarter-hour newscast, *Radio News Weekly*, on KECA, that city; KOMO and WJR, Seattle. Contracts are for 13 weeks. Firm in addition sponsors daily, the five-minute transcribed program *News Behind the Headlines* on KRSC, Seattle; KFEL, Denver, and KGO, San Francisco, and thrice-weekly on KFRC in the last-named city. The transcribed quarter-hour *Capt. Quiz* is also sponsored from one to three times per week on KFEL. Stodel Adv. Co., Los Angeles, has the account.

If you're looking for POWER, the Z NET will make a hit with you

Adv.

Work Sheets Sent Covering Flag Day

OFF Material Is Designed to Show United Nations Stand

FACT SHEETS in the form of memoranda, providing background material on each of the United Nations, were distributed by the Office of Facts & Figures last week to all stations, networks, agencies, producers and writers with the suggestion by Douglas Meservey, OFF assistant radio coordinator, that they be used as material for broadcasts June 8 to 14 as a buildup to Flag Day, June 14.

President Roosevelt has proclaimed the 1942 Flag Day as a day for homage not only to the American flag but also to the flags and peoples of all 26 United Nations.

Meeting Propaganda

The United Nations theme, it is suggested, aims at combating enemy propaganda seeking to divide us from our allies; to increase our knowledge of the people of those nations and their common interests with us; to throw light on the true meaning of the term "United Nations"—that it is a powerful, positive force for victory; to remind people that our hope for a better post-war world lies in the spirit of cooperation, common interest and mutual respect among all the United Nations; to build confidence in an eventual victory.

Pursuing its policy of not preparing "canned" material for broadcasts, OFF simply provides the facts and suggests such slogans as "United We Win" etc. to be woven into announcements and into sustaining and commercial continuities.

"The material," it adds, "should be used not only as a buildup June 8 to 14 and on June 14 itself, but in the weeks to come as an understanding of the United Nations theme grows in importance." The memoranda on each country were prepared by the OFF staff and may be quoted without reference to OFF.

Swan Summer Plans

LEVER BROS. Co., Cambridge, Mass. (Swan soap), through Young & Rubicam, N. Y. starting July 7 for 13 weeks, will utilize a comedy - variety program built around Tommy Riggs and his mythical Betty Lou, as summer replacement for the weekly half-hour NBC *Burns & Allen Show*, Tuesday, 7:30-8 p.m. (EWT), with West Coast repeat, 6-6:30 p.m. (PWT). Besides Riggs, cast will include Jimmy Cash, tenor on the current *Burns & Allen Show*, with Bill Goodwin, m.c. and announcer. Felix Mills will direct the orchestra. Hendrik Booraem has been assigned agency producer.

QUINCY HOWE, commentator of WQXR, New York, has gone off the air to undertake special work for the Government. Lisa Sergio, news analyst of WQXR, took over Howe's evening spot for a few weeks.

Radio Advertisers

NU-OX PRODUCTS Co., New York, is using a child variety show and live spot announcements on three New York stations in a local campaign which started last week to advertise "Clenzo" cleaning products. Company is sponsoring a child talent program on WWRL for a 13-week period and is also using 24 announcements for one month on that station. WEVD will carry a total of 54 announcements from July 7. In addition to twice-weekly participations on *Reward for Listening* on WINS, Nu-Ox has started twice-weekly participations in Don Dunphy's sports programs, and 78 additional spots for the period ending in mid-August. Account is handled direct.

ARLINGTON PARK JOCKEY Club, Chicago, has placed a schedule of one-minute transcribed announcements two to five times daily, to start June 18, promoting track attendance during the five-week racing meet on the following Chicago stations: WMAQ WGN WENR WIND WJJD WCFL WAIT. Washington Park which follows Arlington with a five-week meet, will continue with a similar type schedule. Schwimmer & Scott, Chicago, is agency.

INTERSTATE BAKERIES Corp., Kansas City (Schulze bread), has started local sponsorship of CBS *News of the World*, early morning program six days weekly on WBBM, Chicago, for 26 weeks. Agency is R. J. Potts & Co., Kansas City.

SAVINGS & LOAN RADIO GROUP, New York (five Federal Savings Loan Associations), has renewed the six-weekly quarter-hour program, *Memories in Music* on WNEW, New York. Public service talks entitled "Get Acquainted with New York," are featured from time to time. Portion of each program is devoted to USO War Fund Drive. Heffelfinger, New York, handles the account.

LYONS VAN & STORAGE Co., Los Angeles, is sponsoring a twice-weekly quarter-hour newscast by Bob Anderson on KSFO, San Francisco, with daily participation in *Meet Priscilla Allen* on KPAS, Pasadena, and the combined *Art Baker's Notebook* and *Grandy's Garden Patch*, on KFI, Los Angeles, as well as twice-weekly on the Ann Gibson program on KFSD, San Diego. Firm in addition uses daily transcribed one-minute announcements on KIEV, Glendale, six-weekly on KTMS, Santa Barbara, and two-weekly on KMJ, Fresno. Agency is BBDO, Hollywood. Beulah Grindle is account executive.

ANOTHER 26 WEEKS being signed for W. & J. Sloane Co. with KPO, San Francisco, to continue *The Romance of Furniture*, transcribed weekly program aired Sundays. This contract will assure a continuous 52-week schedule for the program on KPO. Theresa Wilson, Sloane advertising manager, signs the contract as Walter G. Tollesen, KPO account executive, watches. Bud Heyde (right), KPO announcer and narrator on the show, is happy about the whole thing.

For Merchants

IN FAIRNESS to merchants who may be confused by the new price ceilings established by the Government, KFBI, Wichita, is carrying two announcements daily on its newscasts asking listeners to be tolerant of merchants' mistakes and to bring any error to the attention of the merchant first.

DR. A. E. ZIMMERMAN, Los Angeles (credit dentist), on May 28 started sponsoring a Sunday 60-minute recorded musical program, with a similar type of half-hour broadcast on week-days. Contract is for 13 weeks. Agency is Uhl Service, Los Angeles.

FEDERAL INSURED SAVINGS & Loan Assn., San Francisco, has started sponsorship of Fulton Lewis jr. three times weekly on KFRC, San Francisco. Agency is Leon Livingston, San Francisco.

SPERRY FLOUR Co., San Francisco (waffle and pancake flour), on June 1 starts for 52 weeks Sam Hayes news five weekly on 7 CBS Pacific Coast stations, KNX KQW KARM KROY KOIN KIRO KFPY. Agency is Westco Adv. Agency, San Francisco.

SEALY MATTRESS Co., Los Angeles (manufacturers), revising its radio schedule, on June 7 starts sponsoring *A Layman's Views of the News* by Alvin Wilder twice-weekly on KECA and weekly on KFI. In addition the firm will continue its five-weekly quarter-hour newscasts on KSFO, San Francisco, and KROW, Oakland. Alvin Wilder Adv., Los Angeles, has the account.

CALIFORNIA BANK, Los Angeles, new to radio, to promote its real estate sales division, in a 13-week campaign started May 24 is using one to seven announcements over weekends on KFWB KFAC KFVD. Also being used is participation in Friday and Saturday night newscasts on KMPC KRKD, as well as Saturday 5 p.m. news on KHJ. Agency is the Mayers Co., Los Angeles.

O'KEEFE'S Ltd., Toronto (brewers), on May 25 started quarter-hour recorded program five days weekly on WGR, Buffalo. Account was placed by A. McKim Ltd., Toronto.

Ford Continues

FORD DEALER Advertising Fund, has extended its campaign on WMAL, Washington, on behalf of new cars, used cars and service, through June. Spot announcements are used. Agency is McCann-Erickson, New York.

JOHN M. CALDWELL, formerly director of radio for the Hood Products Corp., New York (proprietary), has resigned to devote himself to freelance writing and program direction.

WSIX, Nashville, has announced the appointment of Spot Sales Inc., as its national sales representative.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

PROGRAM POPULARITY plus COVERAGE

That's why KDYL is doing such a swell job for advertisers in the Intermountain Market

KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
NBC RED NETWORK

WFBM RATES FIRST!

WFBM continues to stand out like a beacon in the rich central Indiana market, holding an influential hand on the purse-strings of almost 400,000 radio families. Advertisers are quick to realize the tremendous advantage that WFBM exerts over this important area, proving with survey after survey that listeners prefer WFBM by a wide margin!

Listener Surveys and Sales Results Tell the Same Story

(Results of Typical Surveys Available on Request)

WFBM..THE HOOSIER STATION..INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

CENSUS OF RADIO HOMES IN ARIZONA AND DELAWARE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940*

ARIZONA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Apache	5,240	27.5	1,433	....	....	....	1,971	59.2	1,167	3,269	8.1	266
Cochise	9,190	77.5	7,126	3,991	82.5	3,294	3,902	76.0	2,966	1,297	66.8	866
Coconino	4,677	52.7	2,459	2,061	74.9	1,543	926	67.2	623	1,690	17.3	293
Gila	6,616	73.2	4,844	3,094	83.1	2,571	2,897	70.1	2,031	625	38.8	242
Graham	2,894	64.9	1,878	....	....	....	1,822	70.6	1,287	1,072	55.2	591
Greenlee	2,185	73.4	1,602	659	71.9	474	1,215	77.7	944	311	59.3	184
Maricopa	30,455	73.8	37,208	23,273	82.6	19,226	17,779	69.3	12,316	9,403	60.3	5,666
Mohave	2,654	64.6	1,713	....	....	....	2,301	67.4	1,551	353	46.0	162
Navajo	5,911	44.2	2,629	1,272	84.1	1,070	1,999	64.7	1,293	2,640	10.1	266
Pima	19,050	79.3	15,092	9,964	86.0	8,568	8,015	75.2	6,025	1,071	46.6	499
Pinal	6,979	54.7	3,815	....	....	....	4,906	62.5	3,066	2,073	36.1	749
Santa Cruz	2,377	66.6	1,582	1,277	72.0	919	801	61.9	496	299	55.8	167
Yavapai	7,822	72.4	5,666	1,917	81.2	1,556	4,932	70.0	3,452	973	67.6	658
Yuma	5,083	65.9	3,347	1,416	78.2	1,107	2,347	60.9	1,429	1,320	61.4	811
State Total	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420

VIII—ARIZONA

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Phoenix	19,287	84.2	16,249
Tucson	9,964	86.0	8,568

DELAWARE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Kent	9,672	75.2	7,278	2,278	83.9	1,910	4,180	77.3	3,230	3,214	66.5	2,138
New Castle	45,948	92.8	42,656	32,332	93.3	30,158	11,416	93.1	10,624	2,200	85.2	1,874
Sussex	14,921	76.7	11,446	2,460	87.3	2,147	6,234	80.8	5,036	6,227	68.5	4,263
State Total	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275

IX—DELAWARE

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Wilmington	29,293	93.2	27,308

* NOTE:—Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, **Series H-7.** Percent radio-equipped calculated by NAB Research Dept. from **Series H-7 Bulletin** following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio. States previously reported are Nevada, New Hampshire, Vermont, Wyoming, Montana, Idaho and Maine; others will be reported as released.

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Freedom" production—served by WHBF!

Talk about surveys, talk about "secondary" coverage of Rock Island—Moline—Davenport—the fact remains that SALES are your PRIMARY concern in this area of 1,741,442 money-making people. And you really GET SALES with the "INSIDE PULL" of WHBF's 5000-watt *local* voice. This is proved by our heavy schedule of national advertisers (many of whom formerly depended on "outside voices" with unsatisfactory results). You may be missing the generous sales increases now being made in the Tri-Cities. Why not write us for some excellent availabilities just coming up—every one with *proven* "INSIDE PULL"!

Howard H. Wilson Co., Nat'l Representatives
Chicago — New York — San Francisco
Hollywood — Kansas City

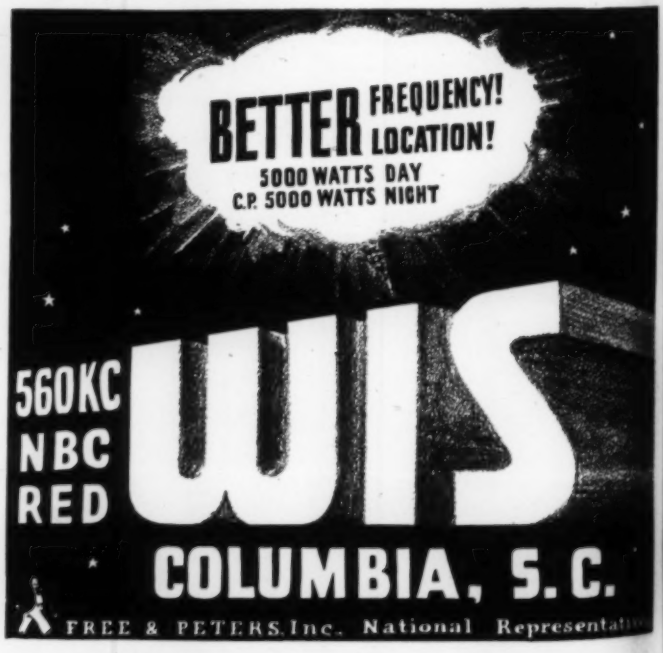
WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

GAIN IN LISTENING SEEN IN NEW YORK

COMPLETELY reversing the usual 5-8% "seasonal slump" in radio listening for April, the "Continuing Study of Radio Listening in Greater New York", released by WOR, New York, reports a 10% increase in radio audiences for that month as compared to the March index. Listening in New York has risen 18% since Dec. 7, 1941, while national averages have begun a downward curve, the study states.

The first three games of the 1942 baseball season between the Brooklyn Dodgers and the New York Giants were heard by 11.5% of the total population in and around New York, the WOR Continuing Study reports. Broadcast on WHN and WOR, the opening series captured 46.8% of the listening audience in New York, while 24.7% of all metropolitan radios were tuned in, making the largest audiences ever registered for broadcasts of regular season weekday games.

To give agencies and advertisers a two-way measurement of listening activity, the WOR Continuing Study is reporting monthly fluctuations in the actual hours spent listening to the radio by the average New York family. Latest figures show an average of five hours of radio programs daily are heard by New York's listening families, representing a 20-minute increase over November-December pre-war levels when four hours and 40 minutes was the average daily time.



Meet the LADIES

HELEN STEARNS

HELEN (Meinardi) STEARNS, now broadcasting a daily daytime defense program on WCSH, Portland, Me., came from Hollywood, Cal. after a stopover in Washington. In the movie capital she climbed to fame and won a contract by authoring "I Met Him in Paris", hit picture which starred Claudette Colbert. In the national capital, she helped originate the CBS *Report to the Nation* program.

As defense reporter at WCSH, she works in close cooperation with local, state and national defense authorities, and interprets current events in terms of their direct bearing upon the average radio listener. An outstanding feature of her program is the question-and-answer service which broadcasts responses to varied queries: Whom to contact for the collection of waste paper, what full or part time defense jobs are open, or the availability of living quarters for workers flocking to the city.

5 More in Canada

AT A SESSION of the Parliamentary Committee on Radio Broadcasting, sitting at Ottawa, National War Services Minister J. Thorson announced that licenses have been issued to five more privately-owned broadcasting stations not yet on the air. [Some of these have been announced previously in BROADCASTING.] The station locations and call letters are: CHPS, Parry Sound, Ont.; CJFX, Antigonish, N. S.; CJMH, Medicine Hat, Alta.; CHOV, Pembroke, Ont.; CKWS, Kingston, Ont. It is understood the two last-named will be on the air this summer. Powers and frequencies were not announced.

CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

'News from Home', Shortwave Programs, Are Broadcast to U. S. Forces Abroad

U. S. TROOPS abroad are now receiving via shortwave *News From Home*, a half-hour program of news, fiction and human interest stories produced by the Office of the Coordinator of Information (Donovan Committee). The series started May 11, and consists of six-weekly transcriptions, each combining special recordings, repeats of regular broadcasts and live material prepared especially for the program—all selected to meet the entertainment and morale needs of U. S. service men stationed in foreign lands.

Ball Scores, Too

News of the world and of the home town is presented by nationally known commentators and familiar local and regional news commentators and analysts. Dubbed into the transcription is a recorded portion of the evening broadcasts of Elmer Davis, CBS commentator.

Other radio newsmen covering various sections of the country are called upon to record special brief summaries of their material, which are then incorporated into the master disc. Baseball scores and other miscellaneous news items are presented by one of a group of four or five actors who serve as announcers and newscasters.

A regular feature of each day's recording is the reading of a message or letter from an American mother, addressed to her soldier or sailor son in some far-off land, bringing news of home and friends, which may interest other men.

Troops can also "listen in" on conventions, sports events and other public meetings, parts of which are recorded, and then included in the transcription with special comments supplied by sportscasters such as Don Dunphy of MBS, or other authorities, suitable for the occasion.

Well-known writers contribute fiction to the show, sometimes telling their own stories, in a section called "Today's Best Story", written especially for the program by such authors as Carl Carmer, John Steinbeck, Rex Stout and others.

The tales are reenacted with two or three characters in some instances, or are narrated by one of the actors.

The show is produced in cooperation with the War Dept., with Lou Cowan acting as liaison between the Coordinator's office and the War Dept. John Houseman produces the program, and Robert Newman writes the scripts. Lawrence Hammond, director, is assisted by Connie Ernst. Ben Wilbur handles local pickups, and other arrangements.

Each transcribed program is shortwaved several times a day, Monday through Saturday, on WBOS, Westinghouse Radio Stations, Boston; WRUL and WRUS, World Wide Broadcasting Corp., Boston, and by Press Wireless on WCW, WJQ and WCB, New York.

WFDF's 20th

MAY 25 marked the 20th anniversary of WFDF, Flint, Mich., which was founded in 1922 by Frank D. Fallain, Today, owned and managed by Howard M. Loeb, WFDF operates on 910 kc., 1,000 watts.

RADIO, stage and screen stars took part in *USO Variety Hour*, presented on NBC May 30 by the Hollywood Victory Committee on behalf of the nationwide USO campaign.

Want a hot tip? WDBJ's 27-county primary area (daytime) accounts for 28.2% of Virginia's total radio families, 26.8% of its effective buying income! And—WDBJ is the only station able to reach all of this pocketbook power with a strong, clear voice at all times! It's a sure thing—get your bet down now!

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

CBS NET APPEARS LOWER IN QUARTER

INDICATIONS are that business booked by CBS during the second quarter of this year will result in a net income of about $950,000, reports the *Wall Street Journal*. This would compare with a net after taxes for the first quarter of 1942 amounting to $1,155,062, which was 8.8% under the figure for the same period of 1941 [BROADCASTING, May 18].

Expectations are that for the first half of the current year CBS will report net profits of about $2,100,000 or slightly in excess of $1.20 a share on 1,716,277 shares of $2.50 par combined Class A and Class B stocks, the *Wall Street Journal* states. This would compare with a net income of $2,418,087, or $1.41 a share for the like 1941 period.

Lower net in the main reflects the increased tax provisions necessary in the current year. For the first quarter of 1942 CBS reported gross income from sales of $11,449,645 as compared with $10,380,335 for the same period of the preceding year. Net profit for the first quarter of this year dipped to the equivalent of 67 cents a share as compared with adjusted net equal to 73 cents a share for the first quarter of 1941.

Indications are that under the average earnings method the excess profits tax credit of CBS this year is about $5,200,000.

JANICE JARRATT injects glamour — and plenty of it — into WOAI's news department as she begins her new series of appearances at the WOAI mike. Miss Jarratt, known as "the most photographed girl in America," culminates a colorful career of commercial modeling and movie work by signing with the San Antonio station to handle its *Woman's Page of the Air*. She will augment her programs of women's news with interviews of outstanding personalities. In this photo Corwin Riddell, WOAI news chief, beams his pleasure over the acquisition of Miss Jarratt.

FOR DENMARK'S oppressed people, Jean Hersholt, leading character in the CBS series, *Dr. Christian*, sponsored by Chesebrough Mfg. Co., plans to arrange a series of shortwave broadcasts in Danish for the Office of Coordinator of Information. He will leave Hollywood for New York.

War on Waste

(*Continued from page 27*)

material thrown away, another file would have been made available to the staff. (We recently issued a purchase order for five additional files, but the order was returned unfilled. The same metal used for files has more importance in the manufacture of ships and planes and tanks.)

Pamphlet Published

Then through the Waste Wardens, we distributed a pamphlet, "WOR's War on Waste". As it was handed out to each staff member it was briefly explained. It told the reasons for the campaign, and contained over 30 specific ways "you can help your country speed the day of Allied victory by saving materials that are of vast importance to our armed forces at home and abroad."

Each WOR office was provided with a red, white and blue tray and a red, white and blue keg. This not only created a patriotic display, but served as a constant reminder that waste must be eliminated. The tray is a receptacle for all papers, releases etc. that can be used again. The keg is for rubber bands, clips, erasers, typewriter ribbons and a host of miscellaneous items. Each day the contents of the tray and keg are collected by a page boy, brought into the mail room stock room and are sorted. The recaptured paper is cut into standard size and made into scratch pads, all other items are returned to the main stock and supply room.

WOR's 50,000-watt transmitter at Carteret, N. J., is also doing its share in the war on waste. They have found that the following factors enter into the length of a tube's life—1, filament voltage; 2, plate voltage, residual gases; 3, fatigue of metal parts; 4, heating and cooling cycles; 5, efficiency of cooling system; 6, efficiency of transmitter, maintenance and associated protective relays; 7, care of spares and tubes in storage.

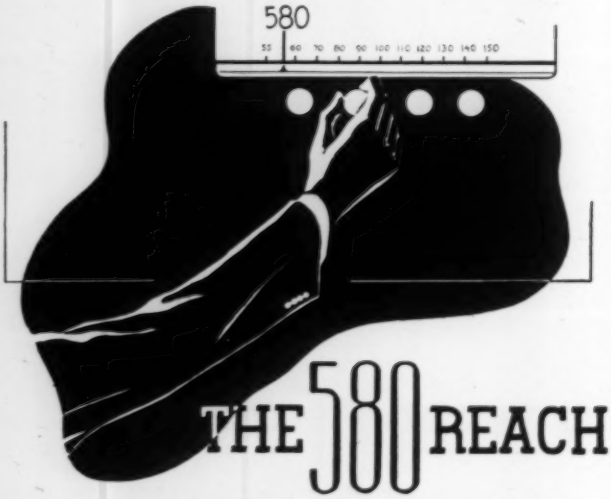
Standard Method

Proper precaution must be taken with each of these factors. Plotting a standard system of procedure for each will eliminate many of the abuses which may cause tubes to burn out or become inoperative before their useful life is run. At the WOR transmitter, by reducing filament voltage 2½%, the increase in life expectancy of a tube (tungsten filament) is 4,100 hours.

Since WOR's War on Waste has begun, the results have been noteworthy. Three metal files have been emptied and are now for staff use; staples are being used instead of clips, saving a great amount of metal; and most important not a single case of breakage or damage has been reported. We are all dependent on our mechanical equipment for our jobs, and much of it can no longer be replaced. If our present rate keeps up we will save yearly—60,000 clips, 6,000 carbon sheets, 3,600 stencils, 15,000 rubber bands, 7,500 pencils and many other miscellaneous office routine items.

2,000 of Dinah Shore

TO AMERICAN troops throughout the world, Bristol-Myers Co., New York, is sending 2,000 recordings of the May 29 program of the BLUE series, *Songs by Dinah Shore*, aired by the company on behalf of Mum. Agency is Pedlar & Ryan, New York.



This motion is a habit in Central New England—the WTAG listening habit. You will find more Central New Englanders tuned to WTAG than to any other spot on the dial—as many as twenty times more. At no fifteen minute period during the twelve hours, 8 A.M. to 8 P.M., does WTAG fail to lead* by a definite margin.

*According to all independent surveys

WTAG WORCESTER

When You Buy Time—Buy An Audience

NBC BASIC RED NETWORK

EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

A NEW CLEAR CHANNEL TO NEW YORK'S BUYING MILLIONS

WLIB

THE VOICE OF LIBERTY

1100 1200

1190 Kc. 1000 WATTS

OFFICES: 846 Flatbush Ave., Brooklyn, N. Y.

Agencies

JOSEPH E. LOWES Jr., former account executive of Ruthrauff & Ryan, New York, where he handled some radio publicity and some new business contact work, has been appointed advertising director of Fairchild Engine & Aviation Corp., New York. George Hahn, also an account executive and in the radio department of R&R, will take over the New York State Savings Bank account, formerly handled by Mr. Lowes.

SPITZ & WEBB, Empire Bldg., Syracuse, has been formed by William Spitz, formerly of William Spitz Adv., Syracuse, and Stephen Webb, previously with WAGE in that city. Rosemary Maroni has been appointed space and time buyer for the new agency.

EDWARD L. BAUMILLER, formerly of McCann-Erickson, has joined Pedlar & Ryan as assistant media director.

GORDON SCHONFARBER & Assoc. Inc., is the new corporate name of Lanphier & Schonfarber, Providence, R. I. Lawrence Lanpher has withdrawn to accept a civil service position. Personnel, address and accounts of the firm remain the same.

WM. C. STANNARD, account executive of J. Walter Thompson Co., Montreal, has been re-elected president of the Advertising & Sales Executives Club for a second term.

ROBERT F. ZIMMERMAN, for eight years account executive of Beaumont, Heller & Sperling, Reading, Pa., agency, has enlisted in the Navy and is stationed at Baltimore.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, has joined the Army.

DON STAUFFER, recently appointed radio director of Ruthrauff & Ryan, has returned to New York after several weeks in Hollywood.

EDWARD L. BAUMILLER, formerly of McCann-Erickson, New York, has joined Pedlar & Ryan, New York, as assistant media director.

ROBERT DENNIS, head of Robert F. Dennis Inc., Los Angeles agency, is the father of a boy born May 20.

LLOYD'S Adv., Los Angeles, has been discontinued.

Dyke at AFA Meet

KEN R. DYKE, on leave from his position of director of promotion for NBC to serve as chief liaison officer of the Office of Facts & Figures, will speak at the conference on advertising club activities to be held during the 38th annual convention of the Advertising Federation of America, in New York, June 22-25. Other new speakers announced by the AFA include Dr. Miller McClintock, managing director, Advertising Council, and Walter J. Weir, Lord & Thomas vice-president in charge of copy. Lowell Thomas, commentator, will be quizmaster of a panel discussion on "How we are meeting our wartime advertising and selling problems," with John P. Cunningham, vice-president, Newell-Emmett Co., and William H. Howard, executive vice-president, R. H. Macy & Co.

Fred Henry Ralston

FRED HENRY RALSTON, 73, formerly head of the F. H. Ralston Adv. Agency in Chicago, and advertising manager of the Butterick publications for 25 years, died May 24 in Coral Gables, Fla. At other times in his career, he was editor of the *Chicago Herald-Examiner* and also published 18 farm journals. He was the first to use color in farm publication advertising.

B & B Advances Pooler

CHARLES A. POOLER has been named research head of Benton & Bowles, New York, succeeding John L. Bogart, recently elected vice-president of Standard Brands, New York, it was announced last week. A graduate of Dartmouth College and the Tuck School of Business Administration, Mr. Pooler was with the market research division of Lever Bros. Co., Cambridge, for ten years. From 1940-41 he was director of research for the Ward Wheelock agency, coming to Benton & Bowles about a year ago.

Y & R Loses Four

FOUR MEMBERS of the radio department of Young & Rubicam, New York, are leaving this month for the armed forces or war work, and Harmon Nelson, Y&R producer, is expecting to leave the agency sometime this summer for similar reasons. Those definitely slated to go are Robert Lee, assistant producer, who has enlisted in the RAF; Tom Wright of the radio publicity department, who has been drafted, as has Donald Severin of the radio traffic division; Tom Lane, radio contact department, who will work in Washington with Vincent Callahan in the Treasury Dept.

STERLING PRODUCTS, New York, and its subsidiary, Vita-Ray Corp., have been ordered by the Federal Trade Commission to cease certain representations in the sale of their cosmetics. Order directs that advertisements cease representing respondent's cosmetic creams and oils as having beneficial value due to vitamin content.

Record Ruler

HANDY memento of the recent NAB convention in Cleveland is the record-a-rule which was distributed by WGAR-WJR in that city. The celluloid rule is calibrated for the timing of vertical and lateral recordings, at speeds of 33 or 78 r.p.m. Suggested by an announcer and developed by the WGAR control staff, the station's chief engineer, R. Morris Pierce, claims it to be accurate within 0.5%.

NEWS POWER

In Canada's Pacific Coast Area There's a 20% Preference for CJOR News!

CJOR

Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)

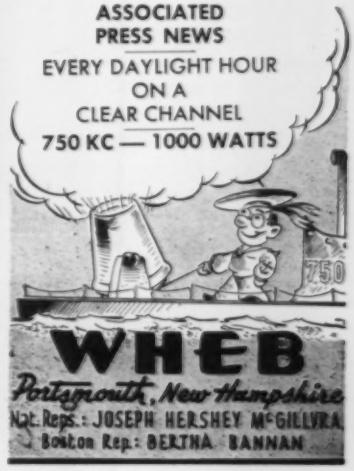
600 KC 1000 Watts

TABLES TURNED as Brig.-Gen. Lewis B. Hershey, director of the Selective Service System, was drafted as first honorary member of the USO's Star Spangled Network, a servicemen's system of wired radio studios set up in camp areas for soldier recreation. Witnessing Gen. Hershey affix his signature are (l to r): Neville Miller, NAB president; Jeanne Chavin, of the USO; Martin H. Work, radio consultant for the National Catholic Community Service.

WYTHE WILLIAMS, news analyst and foreign correspondent, will start a thrice-weekly program on WHN, New York, June 1, on a sustaining basis. Williams was to start on WHN May 18 but has been detained in Easton, Pa., by his mother's illness. His new series of Sunday programs on MBS has been originating from WEST, Easton.

No Chances Taken

TO GUARD against interruptions by nature during the broadcast of *Report to the Nation*, May 26, on NBC, from the Government's Japanese relocation project near Parker, Ariz., a soldier was posted every quarter-mile along 20 miles of U. S. Army Signal Corps telephone lines carrying the broadcast. Wind and sandstorms have been known to break the Signal Corps lines in that area.



WHAM SERVES THE WAR NEEDS OF 43 COUNTIES

WHAMland's war workers — working 24 hours a day — in Rochester and in all of the cities and towns of WHAM's primary area 43 counties — are loyal WHAM listeners. To serve them — to give them the news and the entertainment that helps inspire greater war production — WHAM is working 24 hours a day.

If you have a message for these men and women of WHAMland's industrial front — or for the farmers on WHAMland's 140,518 farms — you can reach them best — and most economically — via WHAM's 50,000 watt, clear channel signal. WHAM gives you complete coverage of this busy and prosperous 43 county area at approximately one-third the cost of localized coverage of the same area.

WHAM

ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and The Blue Network, Inc.

"The Stromberg-Carlson Station"

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today

Dr. Brinkley

(*Continued from page 16*)

which retailed from $2 to $8 and which he admitted in testimony before the Radio Commission comprised chiefly simple purgatives.

Born in 1885 at Beta, N. C., he was for a time a telegraph operator and in 1908 entered the Bennet Medical College in Chicago. He left that school in 1911 without having been graduated, and there always was some question as to his right to the title of medical practitioner.

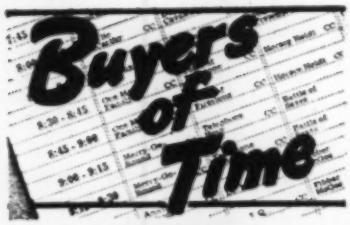
His first known diploma came in 1915 from the Electric Medical School, Kansas City, whose diplomas were not recognized by 40 of the 48 States. However, in 1915 he secured a license to practice in Arkansas, Tennessee and Kansas. He also claimed to have been a graduate of the University of Pavia, in Italy, but the records disclose that this school had annulled the degree it had given him.

He founded KFKB in the 20's and operated it largely as a mouthpiece for his hospital, where he specialized in the alleged implanting of sex glands of goats in the human body. At his Radio Commission hearing, he produced numerous witnesses to testify that they had achieved "results" from his operations. He plugged both the hospital and the prescriptions over the air, which led him into bitter battle with the American Medical Assn. and the *Kansas City Star*, which were the prime movers in securing the hearing in Washington resulting in the withholding of his license in 1930. That year the Kansas State Medical Board also revoked his license to practice.

Ran for Governor

Thereupon he ran for governor on a vindication platform, polling 183,000 votes but failing of the Republication nomination. He ran again in 1932 as an independent, received 244,607 votes and claimed an honest count would have shown him the victor. In 1934 he made a poor showing.

At the height of his career, Dr. Brinkley owned three yachts, one of which was the palatial *John R. Brinkley II*, which reputedly cost $1,000 a day to operate and carried a crew of 25. It is estimated that his personal income at one time was more than a million dollars a year, but in recent years his fortunes began to dwindle. However, he clung to his palatial home at Del Rio and to life insurance policies which were said to be valued at $350,000.



DOROTHY PARSONS

ARMED with a shorthand pad, a BA from the U of Wisconsin, and a determination to get into advertising, Dorothy Parsons, time and spacebuyer of Mitchell-Faust, Chicago, landed a job with the agency six years ago.

Stenographically speaking, Miss Parsons gained a first hand knowledge of what makes radio run as agency amanuensis in charge of typing radio scripts and commercial copy. The responsibility for the scripts and copy arriving at the stations at the specified dates was also assigned to her. Then came some valuable experience in copy writing for Holeproof Hosiery, Chris Hansen Labs. and Lake Shore Honey accounts. Three years ago she was appointed head of space and timebuying activities of the agency.

Chicago born, Miss Parsons moved with the family to Newark, where she attended high school and first year of college. A depression year graduate of U of Wisconsin, where she majored in English, Miss Parsons served her business apprenticeship with the Atlantic Refining Co., of Newark, before returning to her home town.

Miss Parsons directs placement of spot and programs for Peter Hand Brewery Co. (Meister Brau), Hamm Brewing (Hamm's beer), Chris Hansen's Laboratory ("Junket" food products), Stark Brothers Nurseries (fruit trees), General Baking Co. (Bond Bread), National Distillers (S J wine).

Blue Program Approved For Disc Distribution

WAR PRODUCTION BOARD'S series on the BLUE, *Three Thirds of a Nation*, is now available to stations throughout the country as transcriptions, which may be scheduled on any night other than Wednesday, the evening of the live broadcast. This was announced last week by Bernard Schoenfeld, WPB radio director, who states that any station wanting to carry the series can have pressings from the first program of April 2 through the rest of the series by addressing their requests to Miss LaVerne Shedlove, Radio Section, WPB, Tempo R, Room 2735, Washington, D. C.

Mark Woods, president of the Blue, has given permission for this distribution. Of the show itself Mr. Woods wrote:

"I think it is a splendid vehicle in clearly demonstrating the problem and a story that must be told if proper results are to be forthcoming. I am, therefore, in entire sympathy with you in that this program should receive the widest distribution and I have no objections whatever to it being released in any city in addition to its release over the Blue Network stations."

MBS British Series

IN COOPERATION with the BBC, Mutual has started a series of special shortwave programs titled *Stars & Stripes in Britain*, to bring American listeners a colorful and timely picture of the activities and daily habits of our armed forces in England, Scotland and Northern Ireland. With Ben Lyon and Bebe Daniels, noted American film stars now in Britain, as m.c., the program is recorded in London by the BBC from selected pickups made at various points in the British Isles. Series is heard Sundays, 7:30-8 p.m. (EWT), and in the New York area on WOR, 9-9:30 p.m. (EWT).

BILL STERN, NBC sportscaster, is writing a story, scheduled for publication in *Liberty* Magazine, on Ann Corio, strip-tease beauty, and her juvenile baseball team, the Hartford Red Sox.

WCHS
CHARLESTON
W. VA.
5,000
ON 580
CBS

KMBC of Kansas City
5000 watts • CBS • Arthur B. Church, President
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

SHOW YOUR COLORS!

WEAR THIS ATTRACTIVE EMBLEM SYMBOLIZING THE WHOLE-HEARTED COOPERATION OF AMERICAN RADIO IN THE NATION'S WAR EFFORT

MOLDED IN STERLING SILVER with red, white and blue enamel finish. Actual size, ¾" diameter. Available with safety clasp pin or with lapel button.

PROUD OF THE JOB that Radio is doing to help win the victory? Certainly you are! It's a job being well-done . . . one that makes all of us want to stick out our chests a bit.

Of course, there's no time these days for back-patting. But there *is* one way to tell the world you're part of this great business of broadcasting. It's by wearing the new button pledging your aid and that of Radio "in service of home and nation."

It was at the NAB Convention in Cleveland that this attractive button made its first appearance . . . presented to delegates by Radio Stations WJR and WGAR to symbolize today's dual responsibility of Radio . . . on the home front and on the war front.

So great was the demand that BROADCASTING Magazine has made special arrangements to supply these popular buttons. The price is only 60 cents each, this being cost price plus a small mailing charge. You may order a single button for your own lapel, or enough for your entire staff.

But, the limited supply will not last long. Send in your order today so that you, too, can *show your colors!*

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Bldg. • Washington, D. C.

A Non-profit Contribution by WJR, WGAR and BROADCASTING to Industry Unity

in the CONTROL ROOM

BORIS C. MOMIROFF, who directed construction of the transmitter for WTTM, Trenton, N. J., and who also was with WWDC, Washington, and WSAZ, Huntington, W. Va. has joined WHN, New York, as engineer. O. Edewaard, formerly operator at the Ft. Lauderdale, Fla., office of Eastern Air Lines, and at WFTL, same city, has also joined WHN's engineering staff.

BLAIR K. THRON, chief engineer of WTTM, Trenton, and WFPG, Atlantic City, is the father of a baby boy.

CHARLES R. DUKE, formerly chief engineer of WHUB, Cookeville, Tenn., has joined the engineering staff of WSIX, Nashville.

D. R. FITCH, former engineer of WOAI, San Antonio, has joined the staff of NBC-Chicago as a temporary studio engineer.

FRED PRIEST of Watertown, N. Y., has joined WWNY, that city, as a control operator.

WILLIAM LORAINY and Joseph Benonis have joined the engineering staff of WFIL, Philadelphia. Mr. Lorainy came from WGBI, Scranton, Pa., and Mr. Benonis from WAZL, Hazelton, Pa.

H. B. (BUD) SEABROOK, chief engineer of CJOR, Vancouver, recently reported to the RCA research department for the duration.

S. ROBERT MORRISON, chief engineer of WMRN, Marion, O., has also been named assistant general manager of the station.

DWIGHT A. MYER, chief engineer of KDKA, Pittsburgh, has been appointed radio aide of the executive council of the Allegheny County Council of Defense.

R. L. LEE, new to radio, has joined the engineering staff of WRDW, Augusta, Ga.

MILBURN H. STUCKWISH, chief engineer of WSOY, Decatur, Ill., has joined the Signal Corps and will report to the U of Illinois for six months' engineering work.

CARL McGEE, formerly chief engineer at KTRI, Sioux City, Ia., has joined the engineering staff of KOWH, Omaha.

Hams, Beware!

THE JUNE issue of *QST*, radio amateur journal, advises amateurs hearing "fishy" radio signals which they believe to be of alien nature to communicate with the nearest FCC monitoring station giving frequencies, station characteristics, time of broadcasts, etc. Also, *QST* says, if the amateur is approached by any one who requests suspicious operation of his set, he should keep the proposer dangling and contact the nearest Federal Bureau of Investigation branch.

REX ACKLEY, former engineer of WCAE, Pittsburgh, is new chief transmitter engineer of WJAC, Johnstown, Pa.

ROY HANNAN, formerly material expediter of North American Aviation Corp., Inglewood, Cal., has been made traffic manager of Universal Microphone Co., that city.

TED FISCHER, engineer of WIBX, Utica, N. Y., has left for training as a Navy radio technician.

MARGERY WEBSTER, NYA radio school graduate, has joined the control staff of WLNH, Laconia, N. H. Miss Webster, who will also be an announcer, succeeds Lew Israel who will enter the service June 2.

DAN O'BRIEN, Peter Saveskie and James Gough, engineers of WOKO, Albany, N. Y., are to leave soon for military service.

JOE HANDCHETZ, formerly an engineer at WHAT, Philadelphia, has joined the staff of W49PH, WIP's Philadelphia adjunct.

CHARLES HUGHES, new to broadcasting, has joined WWVA, Wheeling, as control operator.

HAROLD RISSLER, studio engineer at WHO, Des Moines, joined the Army May 23.

JACK NEUBAUER, engineer at KLZ, Denver, has returned to work after an absence following an operation. Willis Johnson, also of the engineering staff, has resigned to install radio transmitters in ships.

WHK-WCLE Changes

NEW ENGINEERS of WHK-WCLE, Cleveland, are Reginald B. Sanderson, formerly of WBOE, Cleveland FM station; Lawrence Shipley, from WGAR, Cleveland; and George Sebbota, former shortwave amateur operator. Roy Sluhan, engineer, and James Burke, news writer, of WHK-WCLE, have joined the Army.

WALTER STILES Jr., newly appointed chief engineer of WEEI, Boston, is congratulated by his predecessor, Capt. Philip K. Baldwin, now with the Army Air Force.

STILES IS NAMED TO POST AT WEEI

WALTER STILES Jr., winner of the first William S. Paley Amateur Radio Award for 1936 and since July, 1937, a member of the network's general engineering department, has been appointed chief engineer of WEEI, Boston, it was announced last week by Harold E. Fellows, general manager.

Securing his first license in 1927, Stiles was a Signal Corps operator from 1933 to 1935, then becoming director of radio engineering for the Pennsylvania Railroad, from which position he moved to CBS. Stationed first at the WABC transmitter at Wayne, N. J, he was transferred to Columbia Island last fall and was at the console of WABC's new transmitter when it first went on the air.

In addition to his achievement of saving more than $1,000,000 worth of property through amateur radio in the 1936 spring flood at Renovo, Pa., for which he won the Paley award, Stiles has also won citations for his amateur activities from the Amateur Radio Relay League (1937) and Western Union (1940). Author of numerous technical articles, he served as technical advisor of WPAT, Paterson, N. J., during this station's first few months of operation, and assisted in the original technical study for the new KTTS, Springfield, Mo., in addition to his duties at CBS. Last November he was appointed director of communications of the Westchester County (N. Y.) Defense Council and in this capacity drew up a plan for amateur radio operation in time of war now being considered by the Defense Communications Board.

BEN BURDETTE, of the technical staff of KSL, Salt Lake City, recently became the father of a girl.

★ WASHINGTON'S STAR STATION ★

WMAL

★ Radio Station WMAL is now owned by the Washington *Star*, for more than half a century one of the leading newspapers in the United States. Since 1931 the Washington *Star* has led ALL newspapers in the U.S. each year in TOTAL advertising lineage.

★ The same policies that have made the Washington *Star* the leading newspaper advertising medium are now the controlling policies of Station WMAL.

★ New and modern transmitter facilities in a preferred location, and increased power (from 500 watts day and 250 watts night, to 5,000 watts both day and night), have further increased WMAL's large and loyal audience.

★ Local advertising leaders were quick to recognize and seize the opportunity. Thus WMAL now broadcasts more programs sponsored by important local advertisers than any other Washington radio station. To spot advertisers this is highly significant.

WMAL *Blue Network Station in Washington, D. C.*
Trans-Lux Building

630 K. C. ★ 5,000 WATTS

Represented Nationally by Blue Network Spot Sales Offices in New York, Chicago, Detroit, Hollywood and San Francisco

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG TORONTO

"WFDF is right—Flint Michigan is no one-horse town!"

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

1 Kw Station — Wants experienced announcer. Must be competent at ad lib, commercials, news. Give draft status, complete details first letter. Western station. Box 534, BROADCASTING.

Announcer-Operator — For NBC station. Give experience, references, draft status first letter. Salary $40 weekly after probation month. KSEI, Pocatello, Idaho.

Announcer-Producer — For a personality-type early morning program, with pep, enthusiasm, a cheerful humor, and sincere selling value; to also handle miscellaneous ad lib special events. This man must know quality, production; he must take an idea and come back with a thoroughly professional radio program. This station is high ranking in the nation, relatively small market, but one of nation's best known Florida cities. Ideal living conditions. Give complete information; transcriptions of voice, if possible; family; age; Selective Service classification, etc. Wages commensurate with performance. Write Box 523, BROADCASTING.

OPERATOR—With phone first license immediately. Name your salary. Wire KIUP, Durango, Colorado.

Engineer Wanted—Studio and transmitter work. Pleasant working conditions. Position now open. Reply giving full information including draft status, to Station WLAV, Grand Rapids, Michigan.

Continuity Writer—For 5 kw station wanted. Give experience, draft status, complete details first letter. Western station. Box 533, BROADCASTING.

Situations Wanted

Engineer—9 yrs. experience on control board, network and 5 kw transmitter. 1st class license, married, working in midwest. Desires permanent position with Western station, available 2 wks. notice. Box 532, BROADCASTING.

Announcer-Salesman—Sportscasting, special events specialty. Six years' experience. Married. Draft deferred. Excellent reference. Go anywhere. Southwest preferred. Box 531, BROADCASTING.

SALESMAN—Five years' experience local and regional sales. Excellent record. Draft deferred. Box 530, BROADCASTING.

Announcer — Dramatic Reader. Salesman. Commercial Office manager desires place with live station. Age 48, married, three degrees. Box 529, BROADCASTING.

General or Commercial Manager — Ten years' experience—formerly Chicago representative for 50,000 watt station. Broad acquaintance in national field. Age 40. Draft exempt. Best references. Not so much interested in salary as opportunity. Prefer participation in earnings rather than salary. Box 517, BROADCASTING.

WANTED—My first job; with Middle Atlantic station. Girl, college trained radio production, advertising, script. Defense technical radio course. Box 519, BROADCASTING.

Program Director—Twelve years in radio. Six years proven executive ability as assistant manager. Thirty-nine years old. Married. Family. Exempt. Box 514, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer-salesman-writer—32. Draft exempt. Six years network script, production, sales. Box 515, BROADCASTING.

STATION MANAGERSHIP—250 watter. Capable, experienced 10 years all phases. Believe in aggressive, businesslike programming and sales policy. 3-A, age 36. Best references. Confidential. Box 528, BROADCASTING.

Man With 11 Years Radio Experience—Desires job in some large Southern station as Manager or Commercial Manager. Has owned and operated successfully two stations. Write Box 520, BROADCASTING.

Available Soon—Right hand man to one of the best general managers in Broadcasting. (Owner's son being groomed for my position.) Supervise Programs, Production, Personnel, Public Relations. Continuity in this busy, profitable station. Thoroughly capable executive. Inquiries invited. Box 527, BROADCASTING.

Best Bet! Production Manager—Idea man, good salesman, announcing voice that has kept one sponsor on air 2,000 times, 15 years' experience, metropolitan, corn, net. Handled many TC's and the best ad libber money can buy. Age 36, married, draft exempt, employed, wants change. Best station and agency recommendations. Wire for presentation. Box 526, BROADCASTING.

15 Years' Broadcasting Experience—Management - announcing - selling - engineering - programming. Steady - reliable - draft exempt. Starting salary $65.00 week. Box 525, BROADCASTING.

COPYWRITER - ANNOUNCER — With first class license. Experienced, capable and willing. Draft exempt. Box 524, BROADCASTING.

Wanted to Buy

Limiting Amplifier—Either RCA 86A or WE 1126A with power supply. Complete with tubes. Send all information first letter. Box 522, BROADCASTING.

833 AND 828 TUBES—Burnt out, new, any condition, copper ground wire, 2-200 Blaw Knox towers with lighting equipment, anything in broadcast station equipment. Write giving cash price, age, condition, and with what equipment and station used. Brown Radio Service & Laboratory, 192 S. Goodman St., Rochester, N. Y.

Outright Eastern Station — Town over twenty thousand. Give full details equipment, cash price. Box 516, BROADCASTING.

Will Buy a Radio Station—If priced right. References furnished. Box 521, BROADCASTING.

For Sale

Collins 5,000 Watt Transmitter — Used since February this year. Station increasing power. King, KPAS, Pasadena.

1 KW Broadcast Transmitter — Western Electric 106-B, including tubes, etc. Good condition. Reasonably priced. Box 518, BROADCASTING.

250 WATTS • 1400 KILOCYCLES

NEWS Every Hour on the Hour

WHBQ MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

WINK Asks Extension

SEEKING additional time to construct, the new WINK, Louisville, which was authorized under a construction permit for a new station last Nov. 12, has applied to the FCC for an extension of its completion date. The original completion date set by the FCC was July 12 of this year and the permitee Mid-American Broadcasting Co. has requested another six months. Station is authorized for 1,000 watts day and 5,000 night on 1080 kc.

Traveler Returns

FORMAT of the *Bob Burns Show*, sponsored on CBS by Campbell Soup Co., Camden, will be changed for the last three broadcasts before the program goes off the air June 9 for the summer. At the request of listeners, the program will discontinue its guest star policy, its variety pattern and songs by Ginny Simms, and will resume the original "Arkansas Traveler" theme with Bob Burns. Agency in charge is Ruthrauff & Ryan, New York.

Russ Rennaker Resigns For Signal Corps Post

RUSS RENNAKER, until recently head of Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, last week announced his resignation from the unit to take a post with the Signal Corps, U. S. Army.

Mr. Rennaker has been assigned to civilian personnel in the office of the Chief Signal Officer. Active recruiting of experienced radio technicians for the Signal Corps has been in progress since the war began.

Mr. Rennaker has been active in radio since 1924 and had been chief engineer of several midwestern stations before he joined CBS in Chicago in 1938. In 1941, he was elected by the national membership of ABTU of IBEW as national business manager and came to Washington to assume those duties. Now in charge of ABTU in Washington is Lawson Wimberley.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING for RESULTS!

Army Needs

SPOT announcements last week were used for the first time to recruit glider pilots. Through the cooperation of the NAB, all arrangements were made with the Army to be able to handle glider pilot recruits promptly. Other urgent Army personnel needs are for radio repairmen from 18 to 44 years of age.

Where But

WSYR

SYRACUSE

Can You Get a Basic NBC Red Station covering Central New York?

Studio Notes

HAWAII will resume broadcasts of *America's Town Meeting of the Air*, weekly BLUE program, according to a letter received from KGU, Honolulu, by George V. Denny, president of Town Hall, New York, and moderator of the forum. Recordings of the weekly broadcasts will be forwarded by Clipper to KGU regularly by BLUE, with advance material on programs furnished by Town Hall.

DESIGNED to exhibit staff talent and production technique, the *KIRO Reviews* of KIRO, Seattle, presents program ideas to demonstrate possibilities as porgram series. *What's What in the Northwest*, a quiz show, opened the previews.

KEX, Portland, Ore., participated in the city's Maritime Day celebration, by transcribing the launching of three ships at various Portland shipyards during the day and then rebroadcasting the discs together in the evening.

COPIES of transcriptions recorded in Gallup, N. M., by Nancy Grey, women's commentator of WTMJ, Milwaukee, in which she describes actual Navajo Indian chants and ceremonies are to be placed in the archives of the Library of Congress. Likewise the Santa Fe Railroad is making additional copies in connection with its plans for travelogues of the Southwest. Miss Grey travels each year to different localities for such recordings for her WTMJ programs.

EDGAR KOBAK, executive vice-president of the BLUE (right), presents a scholarship from the network to Vice-President H. H. Davis, of Ohio State U—the scholarship to be awarded to the most deserving student now studying music at the University. Creation of the scholarship was announced at the Institute for Education by Radio, held recently at Columbus, by Ohio State U.

FOR THE best suggestions submitted to the Suggestion Committee of WOR, New York, in April, Etta Trust, secretary to "Uncle Don", and Artie Ross, assistant to Jerry Lawrence, m.c., won $5 each. Etta Trust suggested a more economical method of mailing press photographs, and Ross submiltted a plan to facilitate the filing of news bulletins.

OUT-OF-TOWN games played by the Nashville Volunteers in the Southern Association are aired by WSIX, Nashville, with George B. Reeves, describing the games from a ticker. Socony-Vacuum sponsors the broadcasts through its agency, J. Stirling Getchell, Kansas City.

CONCERT MUSIC by Latin American composers will be heard in a weekly recorded series starting on WQXR, New York, with Henry Cowell, American composer, acting as commentator. Title is *Composers of Latin America*.

WGCM, Gulfport, Miss., broadcast recently the first of a new series, *Service With A Smile*, from the Service Club at Keesler Field, Biloxi. Programs utilize the talents of former radio and concert stars now on duty at that technical training school of the Air Force.

KLZ, Denver, has again obtained exclusive rights to band broadcasts from the local Lakeside Park. First band featured is Henry Busse's.

KLZ, Denver, furthering its policy of capitalizing on talent in the service, has added two more programs from military posts. One, *Logantime*, portrays the history of Ft. Logan, while the other broadcast is from Lowry Field featuring an octet and Bob Bradley, former KLZ and CBS vocalist.

TO VARY the routine of filling mail bags and licking postage stamps, the boys in the mailroom at NBC formed a choral group. Perhaps they thought they might get somewhere in radio. The boys—all under 23—arranged a few poems, such as "The Congo," by Vachel Lindsay, and "The Highwaymen," by Alfred Noyes. The musical mail dispatchers landed two auditions at Carnegie Hall and a program on CURC, New York, Columbia U station, after three months' practice.

WHAT and WPEN, Philadelphia, recently matched their bowling teams, made up of staff members of the stations, with the latter team sweeping the three game set with a 2,230 pinfall against WHAT's 1,833. Bill Brier, WPEN bowling commentator, left the ten pin spilling with a 199 game-560 set, while John Kolbman, sportscaster, hit a 200 game-492 set for the losers. Details were broadcast by WHAT with the bowlers alternating in the description between boxes. A series of such future matches is planned to be aired by WHAT.

EMPLOYES of the NBC program department, together with heads of various other divisions of the network, gave a cocktail party recently on the 67th floor of the RCA Bldg. in honor of C. L. Menser, NBC program manager, and his bride, the former Irene Sexton. The couple also received a silver coffee service from the program department staff.

OPENING the drive for 10,000 new Navy men from the Chicago area, *Americans At the Ramparts*, half-hour on MBS from WGN, Chicago, will salute the Navy by broadcasting four weekly programs and spot announcements in the enlistment drive which will be climaxed by a mass induction in Soldiers Field during the July 4 American Legion celebration.

REPORTS on the progress of war fronts and production lines constitute the basis of *Let's Fight*, heard thrice-weekly over WTAG, Worcester. Dramatic narration is provided by Clive Davis, of the announcing staff, with martial music at interludes.

SIX BRITISH evacuee children will broadcast to their parents in England from the studios of WIP, Philadelphia, in two special programs scheduled for June 5 and 12. The programs will be heard locally and directed to shortwave listeners in the British Isles through WRUL, Boston.

WEEI, Boston, to keep members of its staff now in the armed forces acquainted with activities of the station, is mimeographing a letter about its personnel and current happenings. Letter, in addition to being mailed to the servicemen, is also distributed as a house organ.

Sign NABET Pacts

KFI-KECA, Los Angeles, has signed a National Assn. of Broadcast Engineers & Technicians (NABET) contract covering entire technical staff of the two stations. Contract provides wage increases. Engineering personnel of WOW, Omaha, formerly independently affiliated, has also joined NABET.

WRVA COVERS RICHMOND AND CO[UNTY]

NORFOLK, VIRGINIA

WITH 50,000 WATT[S]

BOTH DAY AND NIGH[T]

COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

WAIR

Winston-Salem, North Carolina

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

AGENCY Appointments

NORWICH PHARMACAL Co., Norwich, N. Y., to Export Adv. Agency, New York, to handle export advertising for Unguentine & Pepto Bismol in Latin American market. Account executive: R. H. Otto.

HOUSE OF HOLLYWOOD, Los Angeles (cosmetics), to Eugen F. Rouse & Co., Los Angeles; account executive: David R. Fenwick, using radio, newspapers and magazines.

MEM INC., New York, to Lee Sohn Adv., New York, using newspapers and magazines. Account executive: Lee Sohn.

PARR VITAMIN Co., Chicago, to United Adv. Cos., Chicago, using radio and newspapers.

MERRITT CHEMICAL Co., Greensboro, N. C. (foot powder), to Redfield-Johnstone, New York, using Southern newspapers now and radio contemplated.

INTERCONTINENTAL Audio-Video Corp., New York, to S. Duane Lyon, New York, for advertising of "study discs" prepared for use in educational institutions.

LEHN & FINK PRODUCTS Corp., New York, to Wm. Esty & Co., New York, for Riquet Deodorant. No plans made as yet.

NOXON Inc., Long Island City, N. Y. (metal polish), to Raymond Spector, New York.

DR. L. D. McGEAR Medicine Co., St. Louis, to Simmonds & Simmonds Inc., Chicago.

CANADA PERFORMS WIDER RADIO ROLE

THAT the Canadian Broadcasting Corp. is playing a growing international role, was told the Parliamentary Committee on Radio Broadcasting at a recent Ottawa sitting. National War Services Minister J. Thorson told the committee the CBC had sent its engineers to Brazzaville, French Equatorial Africa, recently at the request of the Free French Committee to supervise the installation of a high-power shortwave station. Also the CBC program department is now preparing feature broadcasts to be shortwaved to Argentina as part of the work of the Canada-Argentina Institute of Cultural Relations.

CBC net commercial revenue for 1942 was estimated at $950,000, the Parliamentary Committee was told. Net commercial revenue has gradually increased from $563,770 in 1939, $665,401 in 1940, $841,908 in 1941. The Minister assured the committee that the CBC could not provide its national service without commercial revenue, with only revenue from annual listener license fees. He also told the committee that in public service broadcasts the CBC and its own stations had contributed time with a commercial value of $550,000 during the 1941 fiscal year.

The privately-owned stations estimate through the Canadian Assn. of Broadcasters that in the same period they had contributed to public service broadcasts $760,000 in commercial time value.

Aldrich Liked

AMERICAN soldiers stationed in Bermuda have voted *The Aldrich Family* on NBC as their favorite Thursday evening radio program, according to *Bermuda Base Command News*. Sponsored by General Foods Corp., New York, for Postum, the show is one of a group of NBC commercials now being shortwaved to American troops abroad. Young & Rubicam, New York, handles the account.

Signed for Films

ROY ACUFF and his Smoky Mountain Boys, featured on the weekly NBC *Grand Ol' Opry*, sponsored by R. J. Reynolds Tobacco Co., has been signed for a spot in the Republic film, "Hi, Neighbor". Isobel Randolph, who portrays Mrs. Uppington on the weekly NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son, has been contracted to play that role in the RKO film, "All For Fun". Ginny Sims, featured vocalist on the CBS *Bob Burns Show*, sponsored by Campbell Soup Co., has been signed for a leading role in the RKO picture, "Grand Canyon".

BECAUSE OF RADIO
RKO Film With Air Talent
Hits High Figure

WITH THE FILM expected to reach a gross of $1,300,000, most profitable RKO Radio Pictures Inc. release for the 1941-42 year will be "Look Who's Laughing", which stars *Fibber McGee & Molly* (Jim and Marian Jordan), and Edgar Bergen. Popularity of the radio stars with dialers is regarded as reason for the pictures terriffic gross.

Harold Peary, star of the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. for Parkay, has been signed for a major role in the RKO musical, "Sweet and Hot", which goes into production during early June. Peary, who appears in the film, "Look Who's Laughing", is also contracted by the studio for a part in "All For Fun". Latter film will star Fibber McGee & Molly, as well as Bergen, and goes into production following "Sweet and Hot".

Counting on the radio following of *Lum & Abner*, sponsored by Miles Labs. on NBC and BLUE stations, RKO is now releasing the film "Bashful Bachelor", which features the comics, Chester Lauck and Norris Goff.

Radio Executives Club Holds Final Luncheon

FINAL MEETING of the season was held May 27 by the Radio Executives Club of New York at the Hotel Lexington, with Tom Lynch, Wm. Esty & Co., taking over as the newly-elected president from John Hymes, Lord & Thomas, former president. Members of the club heard a report from Treasurer Peggy Stone, Spot Sales, and the annual report was read by Secretary Bill Wilson, Wm. Rambeau Co.

A new way in which the club will help in the emergency was introduced by Mr. Hymes, who asked for contributions from the members so that the club could "adopt a pilot".

Entertainment at the last meeting of the season was supplied by Bob Byron, whistling pianist Out-of-town guests were David Jones, WLAW, Lawrence, and A. N. Armstrong Jr., WCOP, Boston.

WIBX, Utica, has adopted the practice of reading a 15-second summary of major war developments before the closing commercial on 15-minute newscasts for the benefit of listeners who tuned in late.

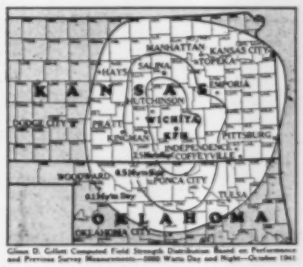
"Boom Baby" WITH A FUTURE

Let Your Sales "Grow-Up" In Wichita, Kansas!

Today—Wichita offers you the richest boom area in the Southwest. An area currently listed by a leading business magazine as *one of the country's most promising sales territories!*

For Tomorrow—In the peace years to come—Wichita offers you solid plans for a solid future. A great new peacetime aircraft area—surrounded with basic wealth in oil, wheat and livestock.

KFH offers you the means of reaching this area. KFH is the dominant radio station in this market—and the only full-time 5,000 watter in the state!



Gilmer D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

Meet Tommy Eaton of Wichita, Kansas. Age, 26 months. He's a real "Boom Baby," born in boom times, in a great boom area. His dad is an engineer at Beech Aircraft Corp.

Marcus Studios Photo

That Selling Station In Kansas' Biggest, Richest Market

K F H
WICHITA
CBS - 5000 Watts Day and Night

CALL ANY EDWARD PETRY OFFICE

in the DETROIT AREA

YOU CAN'T MISS WITH

CKLW

5000 WATTS

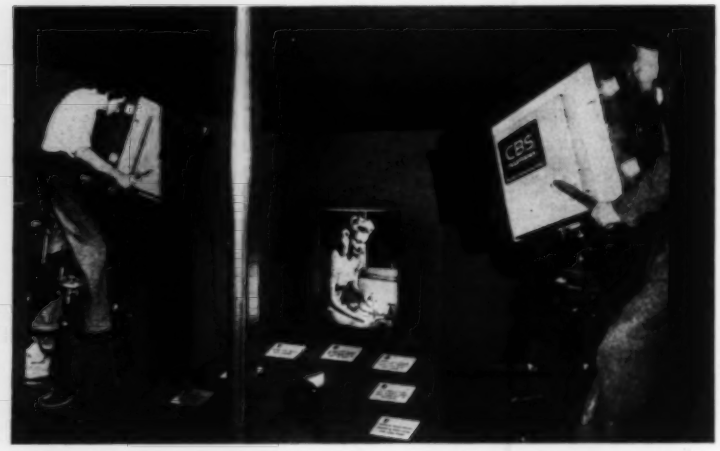
DAY and NIGHT

MUTUAL SYSTEM

NATIONAL war-building program is bringing thousands of new people and even greater buying power to this, America's Third Market. We sell this area at the lowest per person cost. Get the first-hand facts on CKLW—NOW!

WFIL Code Lessons

RECOGNIZING the urgent need of the Navy for men experienced in sending and receiving code, WFIL, Philadelphia, is establishing a class in which young men of draft age will be given an opportunity to learn code sending and receiving along the lines laid down by Naval authorities. These classes will be conducted by WFIL engineers, who have volunteered their services. Roger W. Clipp, vice-president and general manager, has volunteered the use of studio facilities, also providing typewriters, telegraph keys, equipment for automatic tape transmission and receiving. The course will be under the constant supervision of qualified Naval officers. The class is expected to require approximately eight weeks of training on the basis of two classes per week.



VIDEO VIEWS are these life-size blowups of CBS television cameramen in action, being displayed in two large show windows of the U. S. Rubber Co. Bldg. in Radio City, New York. Built around the theme of rubber conservation, the idea was inspired by a recent CBS television program presented by U. S. Rubber and the OEM.

No. 6 of a Series

Nova Scotia's Half Billion Lumber Cut

LAST year Nova Scotia came close to setting a new peak for forest production with a total of 536.6 million board feet—a little less than the 540 million mark of 1936. Known forest areas are estimated at ten million acres. Nova Scotia has ample raw material, ice-free harbours, cheap transportation and intelligent labour.

Recent Nova Scotia developments in the manufacture of pulp, newsprint and yeast have been markedly successful. Investigate!

NOVA SCOTIA
Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA
CANADA

BROADCASTING AND THE WAR

Libel, Promotions, Shop Talk, Draft Among Topics on Mind of Mikeman in Army

EDITOR, BROADCASTING:

Some misinformed publicity writer of some local station must have informed you I was in the Navy because a recent issue said I was. I'm not going to sue but the Navy might.

While I'm getting you straightened out on me, I thought you might find space for word of other radio men now in the service.

Sidney Tremble, former program director at KSAL, Salina, Kansas, is a yeoman third class in the Navy, doing public relations work in Kansas City.

Phil Rush, former KSAL announcer, recently was commissioned a second lieutenant in the Army (Cavalry) and is stationed at Ft. Riley, Kan.

Jim Lantz, former KSAL and KVOR, Colorado Springs announcer, was recently commissioned a second lieutenant in the field artillery and is stationed as an instructor at the field artillery school in Ft. Sill, Okla.

Willard Daughterty, known on the air at WKBN, Youngstown, as Will Douglas is a staff sergeant in the Army, doing public relations work for the Air Corps at Duncan Field, Tex.

Me, I'm a private, first class (which ranks just under a second lieutenant) at the reception center, Ft. Leavenworth, Kan., doing personnel work.

Thanks for keeping BROADCASTING so interesting and so full of the things about the business we in the service want to know about. It's like being in the whirl again just to pick up a copy.

DON BRICE,
Pvt. 1 cl.
Hdqs. Co., RC#1773
Ft. Leavenworth, Kan.

P. S.—Sign of the Times: A letter from a radio station to a former announcer in the Army: "We've hired another new announcer. He only has one eye but he's a grand guy!"

Chicago Video Steps

THE Balaban & Katz Chicago television station, W9XBK, under the supervision of William C. Eddy, is completing installation of equipment necessary to operate in conformance with FCC commercial television requirements. Station, which has an FCC application pending for a commercial license, has completed its antenna atop the State-Lake Bldg., remodeled the studios, installed new cameras and cables, and is now testing with 4,000 watts power video and 1,000 watts FM audio.

Where Sales Multiply

NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

NBC, CBS Reduce Time For New York Television

IN ACCORDANCE with the new FCC regulations on television issued May 12, specifying minimum transmission of four hours weekly in place of the 15 hours a week formerly required, NBC and CBS have sharply curtailed the operating schedules of their New York television transmitters, WNBT and WCBW, respectively, the former to six hours a week, the latter to four hours weekly [BROADCASTING, May 18].

Beginning May 25, WNBT dropped all programs except the air warden training course presented by the New York Police Department for the instruction of the city's air warden service which is telecast 12 times weekly. Following the conclusion of the six-week course, WNBT expects to decrease its programs to the required four hours a week.

To avoid duplication of service during the limited hours of operation, CBS has scheduled its television programs for Thursday and Friday evenings, from 8 to 10. The WCBW programs include Red Cross instruction, a news review and roundtable discussions.

Video Firm's Lease

METROPOLITAN TELEVISION Inc., jointly owned by the New York department store Bloomingdale's and Abraham Straus, Brooklyn, has leased the penthouse and a large part of the 22d floor of 654 Madison Ave., New York, to house the studios and offices for its FM station. The studios will be located in the penthouse, while the control room will be located on the terrace, surrounding the studio on three sides. Executive offices will be on the 22d floor, and as previously announced, the transmitter will be constructed on top of the Hotel Pierre, Fifth Ave. and 59th St.

WTSP Appointments

PROMOTION of Harnold Falconnier to program director of WTSP, St. Petersburg, Fla., was announced last week by Manager Robert C. Wilbur. Mr. Wilbur also disclosed the naming of Mrs. Francis W. La Grange, formerly assistant program director, to traffic manager of WTSP, and the placing of Burl McCarty, standby announcer of the station, as a regular announcer.

Trendler's March Adopted

ROBERT TRENDLER, musical director of *Americans at the Ramparts*, MBS series, who has written marches for several branches of the U. S. military service, has had his "On Guard Every Minute", adopted as the official song of the Illinois Reserve Militia. Trendler's compositions have been heard on the new series of programs, which salute a branch of the armed forces each week.

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

ASCAP Required To Reply to Suit

Appeal Refused by Court in Action Brought by Marks

ASCAP must file its answer to the suit of BMI and the Edward B. Marks Music Corp. in the New York Supreme Court by June 1, following a denial by the court's Appellate Division of ASCAP's motion for leave to appeal to the Court of Appeals.

This decision, handed down June 1, marked the end of a series of appeals by ASCAP which have delayed the necessity for answering the suit for more than a year.

Regarded as Test Case

Filed by BMI and the Marks music publishing house, which withdrew its membership in the Society and gave the public performance licensing rights in its music to BMI during the "ASCAP-radio war", the suit is specifically concerned with control of these rights in compositions published by Marks but written by men who have continued as ASCAP members Suit is described, however, as actually being a test case to determine whether the licensing rights belong to the publisher or to the writer.

As long as ASCAP was the only major licensing organization this point was of little practical significance, since both writers and publishers, as ASCAP members, assigned all of their performance licensing rights to the Society, which divided all revenue from the sale of performing licenses equally between its publisher and writer members.

Now, however, a large part of the Marks catalogs, comprising thousands of numbers, are not being performed because neither ASCAP, representing the writers, nor BMI, representing the publisher, can be sure of its right to license the performance of this music until the courts have decided the point.

Since in answering the suit ASCAP will be forced to side with either its writer or its publisher members, a move that might possibly lead to the disruption of the Society, it is reported that some factions in ASCAP have urged that no answer be made, permitting BMI and Marks to win their cases, specifically concerning the Marks contracts with four writers, by default.

Such a move is not feasible, however, since the Songwriters Protective Assn., through its counsel John Schulman, is filing an answer on behalf of its members and would certainly defend the case even if ASCAP withdrew.

Another proposal reportedly advanced by ASCAP publishers is that ASCAP should agree that Marks' claims are correct. Still another rumor has it that some members of the Society want it to get BMI to call off the suit by offering to buy from BMI a half-interest in its investment in the Marks catalogs, with both organizations retaining full but non-exclusive licensing privileges. Such a move would cost ASCAP $625,000, or $125,000 a year, on the five-year plan of payment under which BMI acquired its rights to Marks music for $250,000 a year [BROADCASTING, Dec 15, 1940]. None of these reports has been confirmed by ASCAP.

POSTER STAMPS
A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2319 S. Damen Avenue, Chicago, Ill.

WGH to Join BLUE

WGH, Newport News, Va., will join BLUE as a basic supplementary outlet in the Newport News-Norfolk-Portsmouth area, effective October 1, making a total of 128 BLUE affiliates. The 250 watt station is owned by Hampton Roads Broadcasting Corp., and operates on 1340 k.c. Evening hour rate is $120.

DuPont Series Adapted For Shortwave Service

FIRST advertiser to sign for its NBC program to be translated into Spanish and shortwaved to South America over the NBC-Pan American Network is E. I. DuPont de Nemours Co., Wilmington. The company's dramatized historical program *Cavalcade of America*, heard on NBC Mondays 8-8:30 p.m., is being shortwaved the same evening from 8:30-9 p.m. (EWT) over NBC shortwave stations WRCA and WNBI, and WBOS, Boston.

The project, to be followed in the future by other NBC advertisers, has been worked out in collaboration with the Coordinator of Inter-American Affairs as a means of exchanging cultural and educational programs between the Americas. All commercials were deleted on the *Cavalcade* program May 25, the night of its first shortwave broadcast, and this will be the policy with future shows in the plan. These will probably be of an institutional nature, as is the DuPont show. Agency for DuPont is BBDO, New York.

STANDARD RADIO announces the following new and renewal suscribers to its program library service: WADC KGCX WLVA WFIN KANS KFNF WCOU WGBR WCOP KDKA WMYR WBAA WLAW WHBF.

War Demands

FACES of KOY, Phoenix, Ariz., special events personnel turned red recently when Navy enrollees in that city lost out on a scheduled transcribed interview. With enrollees on hand, time scheduled for the special event found no station engineers available. Hurried check-up on the sudden dearth disclosed Bob Thompson, chief engineer, with James Rose, Cliff Miller and Ed Janney, associate engineers, taking their physical exams—for the Army!

Baukhage Renewed

SPONSORSHIP of Baukhage, Washington news commentator, for another 13-week cycle through Sept. 11 on WRC, Washington, was announced last week by Planters Nut & Chocolate Co., Wilkes-Barre, Pa., through its agency, J. Walter Thompson Co., New York. The series runs 6:30-6:40 p.m., Monday through Friday on the NBC outlet. Baukhage is a regular commentator on the BLUE.

Quiz Coast-to-Coast

NBC Pacific Coast quiz program *Noah Webster Says* on May 23 became a coast-to-coast series. With Haven MacQuarrie as word-master, the program features contestants in defining words. Prof. Charles Frederick Lindsley is judge, with Webster's dictionary as the authority. Max Hutto produces the program.

SPARTANBURG SHIFT DENIED BY BROWN

PUBLISHED reports that WSPA, Spartanburg, would join the BLUE Network and WORD, present BLUE outlet in the South Carolina city, would switch to CBS, are described as in error by Walter Brown, vice-president and general manager of Spartanburg Advertising Co., operating both stations.

During the NAB convention in Cleveland last month, it was reported that the BLUE had made an "attractive offer" to WSPA, which operates with 5,000 watts day and 1,000 watts night on 950 kc. Mr. Brown said WSPA is under contract as the CBS outlet until 1945 and that any talk by anyone except CBS about the station leaving the network was "premature and now proves to be inaccurate". WORD is a local, operating on 1440 kc. with 250 watts fulltime.

The Cleveland report emanated from a meeting of BLUE Network affiliates held during the convention week, and was ascribed to BLUE Network officials. Mr. Brown advised BROADCASTING that "WSPA will continue under its contract as the CBS outlet and I have signed an assignment of WORD from NBC to BLUE until 1945. And everybody's happy!"

A MARCHING SONG written by Baldwin Bergerson, composer, and David Greggory, lyricist, titled "This is God's War," was published by Associated Music Publishers, New York. The song was inspired by Carl Byoir's poem, "Joe Louis Named the War," which appeared in *Collier's*.

5000 WATTS WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS
CLEAR CHANNEL

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

Federal Ad 'Foes' Offer Reassurance

Henderson Sees Need of Informative Copy; Arnold's View

LEON HENDERSON
Administrator
Office of Price Administration

ASKED for his opinion about the future of advertising under present conditions, Price Administrator Leon Henderson May 23 declared that he had made his views clear to advertising men on many occasions and that they had not changed.

He repeated in general what he had told the annual convention of the Assn. of National Advertisers in Hot Springs, Va., on Nov. 13. In substance, Mr. Henderson's attitude toward advertising is this:

1—Advertising is threatened with no special or extraordinary peril not shared by other economic and social organisms.

Useful Function

2—Advertising performs a useful economic function and "if I have a point of view it is that under the sort of expanding economy I would like to see there should be more of it—that is, more of the right kind."

3—Advertising can be included in the category of important civilian activity and "it is part of my job to do what I can to maintain the maximum of civilian activity, consistent with the basic requirements of defense."

"Of all the headaches and nightmares that I can visualize in the future the question of what to do about advertising is unlikely to confront me as a major problem," Mr. Henderson said. "So far in the price ceilings we have fixed advertising has not even been considered as a major cost element. If some industry whose prices were under consideration did urge increased advertising costs as the basis of challenging a particular price ceiling, we would, of course, be required to look into the question.

Helpful Copy

"But I can rest on the statement I made in my testimony before the House Banking & Currency Committee, and have repeated since, that our policy would be as a matter of course to take normal selling and advertising costs into account. I stated further that I had no secret reservations about that scheme. I repeat it now.

"I have been impressed by advertising copy and radio announcements which emphasize conservation and other helpful methods of bridging the gap between the demand and supply of consumers' goods. I am certain that advertising ingenuity and talents will continue to develop new schemes that will be of real assistance to consumers and manufacturers during the difficult days ahead."

The advertising fraternity for some time has heard that certain high Government officials disfavor advertising, and even that they are seizing upon the war situation as an opportunity to destroy it. The 'New York Times' last week asked three of the officials most frequently mentioned in this connection to answer the criticisms, and these are the reports and statements from each.

THURMAN ARNOLD
Assistant Attorney General

"The Anti-Trust Division has nothing to do with advertising as such," said Assistant Attorney General Thurman Arnold, when asked for his opinion of the future of advertising under price control. "We are not concerned with whether advertising is wasteful or whether it is efficient and thus have nothing to do with the effect of OPA and priorities on it.

"The only reason we have had to take cognizance of advertising at times is that the Anti-Trust Division tries to prevent the unreasonable and coercive use of organized power and advertising is sometimes one of the weapons which an organization uses to destroy a free market. A common instance is called 'full-line forcing.'

"That refers to a manufacturer who refuses to allow a dealer to carry his advertised products unless he takes a full line of unadvertised goods. The advertising itself is not illegal in such a case. It is only the use of the power of the advertiser to prevent his competitor from getting his product on the shelves of dealers.

"It is important to remember that advertising to convince the public is never in itself a violation of the Anti-Trust Laws. As for advertising in general I am in favor of it. I have told advertising men so time and time again but they seem hard to convince."

Consumer Council Head Denies Hostility To Advertising

DONALD MONTGOMERY
Chief, Consumers Council Branch
Agricultural Marketing Adm.

"A SHORTAGE of materials to [illegible] seems likely to affect advertising. Some commodities of which there is acute scarcity will probably have to be put up in simple form for distribution to the public, whereas advertising has told people about different varieties of the same commodity. The number of varieties of many commodities is now being reduced by the War Production Board which might easily mean a diminution of specific commodity or brand advertising."

Still Needed

"But there will still be a great need, in my opinion, for a whole lot of national advertising. It is time advertising people started advertising the United States and particularly the big job it has to do at the moment. It should not be left to the Government to tell the story. There is a good deal of discussion at present just how well the Government is doing that.

"In my opinion if the private advertiser has vision—as some have shown they have—he will fulfill this new function while the war is on. In other words, although the opportunity for specific commodity advertising is undoubtedly going to be curtailed, the need for advertising as a whole will not be curtailed if advertisers have enough vision.

"Already some department stores have warned their customers in advertisements not to hoard and not to overbuy—that's one example of vision. Am I hostile to advertising? Not in the least. The *Consumer Guide*, for instance, is advertising. Our quarrel is only with specific examples of advertising."

GM Program Premiere Planned at Ft. Belvoir

PREMIERE of the new institutional series General Motors Corp., Detroit, starts on CBS June 9 will take place at Fort Belvoir, Va., with Army engineers stationed there supplying the full hour of entertainment. The series, to be heard Tuesday evenings at 9:30 on 114 CBS stations and the CBC, is titled *Cheers From the Camps* and will originate at different camps throughout the country.

Included on the first program will be "Mental Maneuvers", a quiz session between privates and noncom officers; "Golden Opportunities", in which several men will be asked what they want to be when they get out of the Army, the winners to receive cash awards; a special feature with Camp Mother Mrs. Edythe Dewey, and a "Letter to Mom" read by a soldier. Agency handling the series is Campbell-Ewald Co. of Detroit.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.
CFNB Signal strength increased 25%

CIVILIAN DEFENSE of Fort Wayne was portrayed recently in a dramatization written by Clair Wiedenaar, of WOWO-WGL, and presented in the local Civic Theater. The program, in cooperation with the Civilian Defense Council, defined the functions of the control center and was held over for a second week by popular request. Paul Roberts and Luther Brand, also of WOWO-WGL, served as narrators.

TREASURY TO SEEK BOND DEDUCTIONS

EXTENDING its sales front to reach quickly and directly the more than 34,000,000 employes on plant payrolls, the Treasury Dept. has enlisted the aid of the Advertising Council Inc., New York, in the all-out drive for war funds.

Theme of the drive is. "Everybody, every pay day, 10%", which will appear as a slogan in every medium of publicity and advertising. The program's aim is to reach not only employes but the 34,000 larger employers of 100 or more persons, along with the thousands of other employers of less than that number.

The current campaign is aimed at 90% employe-participation and at least 10% of gross payroll investment in War Bonds. Although the effort will concentrate on plant payrolls, professional workers and farmers will not be overlooked. Stickers and lapel buttons will be distributed to participants, proclaiming participation.

Cosmetic Test

KAY DAUMIT, Chicago (cosmetics), is testing a cosmetic leg cream used as a substitute for stockings with a quarter-hour thrice-weekly on XEAW, Reynosa, Mexico; five-minute program six times weekly on WCAR, Pontiac, Mich., and 13 one-minute announcements weekly on WINN. Louisville; WOSH, Oshkosh; WATN, Watertown, N. Y. Agency is Hal R. Makelim, Chicago.

Dorrance Joins OFF

DICK DORRANCE, for the last few years associated with FM Broadcasters Inc. in New York, on June 15 will join the Office of Facts & Figures in Washington. He will be detailed to the radio staff under William B. Lewis, associate director. He will discontinue writing the weekly bulletin for Broadcasters Victory Council.

Vimms Summer Spots

LEVER BROS., Cambridge, in late June will increase its present list of 45 stations carrying announcements for Vimms, vitamin tablet, to 100 stations. A record for vitamin advertising is claimed for the whole campaign, which covers many media. Agency is BBDO, New York.

Hall Bros. On BLUE

ARRANGEMENTS were being completed last week for sponsorship of *Meet Your Navy* over a network of 94 BLUE stations by Hall Bros., Kansas City (greeting cards). Tentative starting date is Aug. 21, with the program to run Fridays 10-10:30 p.m. (EWT). Program, which originates at Great Lakes Naval Station with Navy talent, was started by WLS, Chicago, last January and has been fed to 60 BLUE stations and via disc to 150 stations in the 9th Naval District. Discs were distributed gratis by H. W. Kastor & Sons, Chicago agency, but this will be discontinued. Money paid by the sponsor (exclusive of network time) will be contributed to Navy Athletic Relief and Commandant Fund. Agency is Henri, Hurst McDonald, Chicago. Al Boyd, WLS, is producer.

Massey Aids Treasury

C. KNOX MASSEY, vice-president of Harvey-Massengale Agency, Durham, N. C., has been appointed as a special assistant to the Treasury War Savings Staff on a dollar-a-year basis, it was announced today by Charles J. Gilchrest, chief of the Radio Section. Massey, account executive on the B. C. headache powder account, volunteered his services. He will begin immediately to coordinate the Treasury's War Bond radio activities in the Southeast.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

Ad Tax Opinions

(*Continued from page 7*)

the ruling to cut down or eliminate their allowances.

Paul West, president of the Assn. of National Advertisers, expressed satisfaction with the statement since he felt it represented "a fine understanding of the true functions of advertising and its place in business." At the same time Mr. West revealed the ruling came as a result of a request by the ANA for a clarification of the price regulations covering discounts and allowances.

He maintained the clarification cannot be interpreted as harmful to advertising or opposite to the Robinson-Patman Act in any way since the latter legislation was designed to prohibit discrimination through quantity discounts. Instead he regarded this latest interpretation as helpful since "true advertising allowances are granted by a manufacturer to increase the sale of his products" rather than as an element of cost to the retail outlet. Mr. West further explained that, "extra allowances in the guise of 'advertising allowances' should be charged as discounts and not as advertising."

Although the general picture of advertising is favorable at this point, there is always the possibility that a limitation on the amount of money which a private plant given over to 100% war production may be allowed to spend on institutional promotion. However, since advertising is subject to taxation under Section 23-A of the law, which provides all expenses not considered "ordinary and necessary" are subject to levy, it is believed unlikely that a categorical definition is possible. Instead each case will likely have to be considered on an individual basis.

RECORDS of the *British-American Festival* programs presented on CBS each Friday are being flown by bomber to England, where BBC is assembling and selecting them for use in a series on its Home Service, starting June 7. The programs feature classic and contemporary works by British and American musicians.

KFQD
Anchorage
Alaska
Located Geographic Center of Alaska
•
Headquarters Alaska Defense Command
•
Alaska's Oldest Station
Direct Representation

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 23 TO MAY 29 INCLUSIVE

Decisions . . .

MAY 26

WKAQ, San Juan, P. R.—Granted CP for move of transmitter and studio.

WKBW, Buffalo—Designated for hearing application for license renewal and temporary license granted pending determination.

WGR, Buffalo—Same.

KYCA, Prescott, Ariz.—Denied petition to reconsider and grant application for transfer of control of KYCA.

LICENSE RENEWALS GRANTED — (to 10-1-42) **KDYL WASH**; (to 6-1-44) **WKAQ**; (to 8-1-42) **WHA WHBI WMUR WSGN WNBZ**; (to 7-1-42 as further extensions on temporary basis) **KBST KCMC KFJB KGGF KGIW KGKL KMTR KPLT KVAK KVGB KWLK KXO WBRB KRBC WCOC WFMD WFPG WGRM WMFJ WMIS WORK WSPB WKBW**; (to 7-1-42 on temporary basis) **KGVO KMBC KTBC KTFI KUOA WBRC WCAE WCAX WCOP WDSU WHLD WAAT WAPO WGR WMRO WOOD WOV WSPR**; (to 8-1-44) **WELI WFLA WAAT WAPO.**

MAY 27

WIBC, Indianapolis—Granted motion for leave to amend application to request night power of 5 kw., change in directional antenna for nighttime; denied as to removal from hearing docket; continued hearing to July 7.

NEW, Utica Observer Dispatch Inc., Utica—Petition to hold record in abeyance, or in the alternative, dismiss application of applicant and that of Midstate Radio Corp., was withdrawn.

NEW, Herman Radner, Dearborn, Mich.—Denied motion to extend time to file petition to grant application for new station; granted continuance of hearing to 7-15-42.

WFAS, White Plains, N. Y.—Amended issues in Docket 6216 and ordered retention of 6-23-42 hearing date.

WSOY, Decatur, Ill.—Granted written request to dismiss application.

NEW, J. C. Horton, Santa Ana, Cal.—Granted dismissal of application for new station.

NEW, General Broadcasting Inc., Miami, Fla.—Same.

NEW, Park Cities Broadcasting Corp., Dallas—Same.

NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Same.

NEW, Donald Flamm, New York City—Same.

NEW, Ralph W. S. Bonnett, Sandusky, O.—Same

WEEU, Reading, Pa.—Granted petition to dismiss application.

MAY 28

KOB, Albuquerque—Granted modification of CP for extension of completion date to 8-1-42.

KHSL, Chico, Cal.—Granted modification of CP for extension of completion date to 7-16-42.

KOL, Seattle—Granted modification of CP for extension of completion date to 9-1-42.

NEW, Scripps-Howard Radio Inc., Houston; NEW, Texas Star Broadcasting Co., Houston; NEW, Greater Houston Broadcasting Co. Inc., Houston—Granted motions to dismiss new station applications.

Applications . . .

MAY 23

WAWZ, Zarephath, N. J.—Modification of CP as modified for extension of completion date to 6-23-42.

KPAS, Pasadena, Cal.—Modification of CP as modified for extension of commencement and completion dates to 7-13-42 and 9-13-42, respectively.

W79C, Chicago—Modification of CP for new FM station for extension of commencement and completion dates to 6-28-42 and 12-8-42.

MAY 26

WMRN, Marion, O.—Transfer of control thru sales of 65% of stock by Frank E. Mason and Ellen Mason to Howard F. Guthrey and Florence Guthrey.

WTOC, Savannah, Ga.—Modification of CP for extension of completion date to 8-15-42.

WJZM, Clarkesville, Tenn.—Voluntary assignment of license from William D. Hudson and Violet Hutton Hudson to Roland Hughes.

WHIP, Hammond, Ind.—Modification of CP for extension of completion date to 7-30-42.

KROY, Sacramento, Cal.—CP to install new transmitter and increase to 250 watts.

K45LA, Los Angeles—Modification of CP as modified for extension of commencement and completion dates to 8-13-42 and 1-9-43, respectively.

KWG, Stockton, Cal.—CP to make changes in transmitter and antenna and increase to 250 watts.

MAY 28

WDGY Minneapolis — Special service authorization to change hours to unlimited time, using 5 kw. D, 500 watts N, except winter months when power will be reduced to 250 watts after sunset at Albuquerque.

W71SB, South Bend, Ind.—Modification of CP as modified for extension of completion date to 12-25-42.

WHAT, Philadelphia — Modification of license to change to 1550 kc. and hours of operation to unlimited.

Tentative Calendar . . .

NEW, Lake Shore Broadcasting Corp., Cleveland, CP 1300 kc., 5 kw. unlimited time, directional antenna D & N (June 2).

NEW, William L. Klein, Oak Park, Ill., CP 1490 kc., 250 watts unlimited time (June 3).

KGGM Albuquerque, N. M., CP 590 kc., 5 kw. day, 1 kw. night, unlimited time, directional antenna N; **KVSF, Santa Fe,** CP 1260 kc., 1 kw. unlimited time (consolidated hearing, June 3).

KALB, Alexandria, La., CP 580 kc., 1 kw. unlimited time, directional antenna N (June 4).

NEW, Granite District Radio Broadcasting Co., Murray, Utah, CP 1490 kc., 250 watts unlimited time (June 5).

Wozencraft Assigned

LT. COL. FRANK W. Wozencraft, vice-president and general counsel of RCA Communications Inc., on leave for active Army duty, last week was assigned as secretary of the Washington Communications Board, war planning unit for communications of the combined chiefs of staff. Col. Wozencraft is a reserve officer in the Signal Corps. Two district managers of RCAC have entered the Signal Corps. Maj. Thomas D. Mitchell, manager of the RCAC Los Angeles office, is on active duty at the Army Message Center in the War Dept., and Donald C. Paine, Philadelphia manager, has been assigned to Fort Monmouth, N. J., as a first lieutenant.

GIRL OPERATOR of WGAR, Cleveland, the station's first, is Ruth Lloyd, 20-year-old graduate of the Government - sponsored course at Fenn College.

Stanback in N. Y.

STANBACK Co., Salisbury, N. C. (headache powders), last week signed 52-week renewal contracts with seven stations in New York carrying its spot announcement campaign. It also added WNEW, New York, to the list with eight announcements weekly, and switched from announcements for the first time to 10-minute participations five times weekly on Alan Courtney's record program on WOV, New York. The additions bring the campaign total to 125 commercials weekly in the New York area, including 10 weekly on WBNX (Italian), WBYN (Spanish and Jewish), WHOM (Polish), and WEVD (Jewish); 25 weeks on WHN, and 20 on WMCA and WAAT. Agency for Stanback's New York distribution is Klinger Adv. Corp.

Lady Esther Interim

LADY ESTHER Ltd., Chicago, which has been conducting a spot announcement campaign for its cosmetics on about 45 stations, on May 31 discontinued the drive with the idea of changing its form of radio advertising. No decision as to substitute plans has been made, according to Pedlar & Ryan.

FOR ALL YOUR FM NEEDS
FM Broadcast Transmitters 250 to 50,000 Watts
Measuring and Testing Equipment
Tubes
FM Police and Emergency Transmitters and Receivers
S T Transmitters
Receivers for Home and S T Service
GENERAL ELECTRIC

Network Accounts

All time Eastern Wartime unless indicated

New Business

MACFADDEN Publications, New York (Liberty magazine), on May 27 starts Edwin C. Hill's *Human Side of the News* on 19 CBS stations, Wed. and Fri., 6-6:10 p.m. Agency: Erwin, Wasey & Co., N. Y.

Renewal Accounts

CALIFORNIA PRUNE & Apricot Growers, San Jose, Cal. (Sunsweet), on June 13 renews *Dick Joy, News* on 6 CBS Pacific Coast Stations (KNX KARM KFBK KROY, KQW KIRO), Sat., 8:55-9 p.m. (PWT). Agency: Long Adv. Service, San Jose, Cal.

AMERICAN CHICLE Co., Long Island City, on May 27 renews Bill Henry on 17 NBC Pacific and Mountain stations, Wed. thru Sat., 5:45-6 p.m. (PWT) on Pacific for Chiclets, and Wed. and Fri., 5:45-6 p.m. (MWT) on Mountain stations for Dentyne. Agency: Badger, Browning & Hersey, N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on July 1 discontinues *Ransom Sherman* on 73 CBS stations, Wed. 9:30-10 p.m. Agency: Compton Adv., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on June 29 replaces *Blondie* with *Vaughn Monroe's Orchestra* on 79 CBS stations, Mon., 7:45-8 p.m. Agency: Wm. Esty & Co., N. Y.

PHARMACO INC., Newark (Feen-a-mint), on June 26 renews for 13 weeks *Double or Nothing* on 70 MBS stations, Fri., 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

WFBR, WWDC JOIN NEW ATLANTIC NET

WFBR, Baltimore, and WWDC, Washington, will be part of the Atlantic Coast Network when this new "Center of Population" regional network begins operations about June 15, it was announced last week by Harold A. Lafount, president of American Broadcasting Co., operator of the new network.

Addition of these two new stations completes the basic line-up of ACN, whose formation was announced by Mr. Lafount early in May [BROADCASTING, May 11]. The seven basic stations are: WCOP, Boston; WNBC, New Britain; WELI, New Haven; WNEW, New York; WPEN, Philadelphia; WFBR, and WWDC. In addition, the two stations affiliated with WFBR in the Maryland Network will also be available to advertisers using the network in conjunction with WFBR at a slight additional cost. The two outlets are WTBO, Cumberland, and WJEJ, Hagerstown.

Named Hecker Head

LEONARD G. BLUMENSCHINE, president of Best Foods Inc., New York, has been named president of Hecker Products Corp., New York, succeeding Guy Lemmon, resigned. Both Best Foods and Hecker, which owns a 71% stock interest in the former company, are extensive users of spot and network radio. William J. Wardell, chairman of the executive committee of Hecker, was elected chairman of the board to fill the vacancy created by the resignation of Randolph Catlin in February.

BIGELOW-SANFORD CARPET Co., New York, has been ordered by the Federal Trade Commission to cease certain claims regarding the patterns and construction of its rugs.

NEW ENGLAND AFFILIATES MEET WITH BLUE EXECUTIVES IN NEW YORK

Blue Scheme Aids Teamed Sponsors Out of Production

A NEW PLAN for the wartime use of broadcast advertising by manufacturers whose peacetime production has been stopped for the duration and who now have nothing to sell to the public was announced last week by the BLUE.

Essence of the plan is that a program designed to fit the current "win-the-war" psychology will be offered not to one but to four non-competitive advertisers for co-sponsorship. Each advertiser will be the featured sponsor of the program once in four weeks, although all four sponsors will be mentioned each week. Sole qualification for acceptance under this plan is that the company have nothing to sell to the consuming public.

Rate Provisions

Programs will be sold at regular card rates in 13-week periods and will earn all regular volume discounts, the announcement stated, continuing to point out that "since each advertiser who buys time in this way 'rides along' on time bought by his three co-sponsors, 'teamed sponsorship' gives an advertiser 52-week reminder-effectiveness for the cost of 13 weeks of competitive 'pre-war type' selling."

Use of the complete BLUE is required under this plan (currently 128 stations) and other stations added to the BLUE during the life of the contract will be included without extra charge. Thus the plan follows the complete BLUE package price deal for daytime sponsors [BROADCASTING, May 25] in encouraging use of all BLUE stations by advertisers.

"Teamed sponsorship," the announcement states, "grew out of the realization that while the preservation of markets and trade names for post-war sales is a basically sound idea for manufacturers converted to war production, market insurance advertising is essentially an investment in the future without possibility of immediate returns. It is a long-term job and to be most effective should preserve continuity and frequency of reminder—yet costs must obviously be kept to a modest level."

Convened by Blue

THROUGH the cooperation of the BLUE network, the National Federation of Sales Executives will hold a conventionless convention next Friday afternoon, with thousands of sales executives and salemen throughout the United States and Canada "attending" at their radio receivers. With "Sales Management in War and Victory" as its theme, the broadcast conference will present talks by Arthur H. Motley, vice-president, Crowell Publishing Co.; Frank W. Lovejoy, sales executive of Socony-Vacuum Oil Co., and Gene Flack, trade relations council, Loose-Wiles Biscuit Co.

Old Record Drive

AIDING RCA Mfg. Co. in its shellac salvage campaign and also assisting the USO, Martin Block is asking listeners to his *Make Believe Ballroom* programs on WNEW, New York, to take their old phonograph records back to music stores. RCA will collect the records from the dealers, crediting USO with 2½ cents for each disc. If campaign is successful, RCA will be able to produce more records, thus supplying more material for Block and other conductors of phonograph record broadcasts. If it works out in New York, the drive will be extended nationally, it was stated.

N. Y. Milk Drive

NEW YORK State Milk Publicity Bureau, Albany, which completed its annual milk campaign in March, is conducting a special one-week drive for the states cream products June 1-7 on the 17 stations it used this year for milk. Ranging from three to five times weekly, the announcements are heard on WOKO WNBF WBEN WEBR WGR WENY WABC WJZ WNEW WHAM WHEC WGY WAGE WFBL WSYR WTRY WIBX. Agency is J. M. Mathes Inc., New York.

KFBK GIVEN MEDAL FOR FIRE PROGRAM

FIRST WINNERS of the $500 gold medals awarded by the National Board of Fire Underwriters for meritorious public service were announced last Thursday to be KFBK, Sacramento, and the *Berkshire Evening Eagle*, Pittsfield, Mass. The awards are given in the interests of fire prevention and fire protection.

Presentation of the radio medal by John M. Thomas, vice-president of the National Board, was made to Humboldt J. Grieg, national sales manager of KFBK, at a luncheon at the Waldorf Astoria Hotel, New York.

First place among radio stations was awarded to KFBK because "its many programs during the past year provided striking examples of cooperation with various fire departments throughout the Sacramento Valley, particularly through the reenacting of causes, methods of fighting and heroism that revolved around local fires."

Other stations receiving honorable mention for their contributions to fire prevention education were WBZ, Boston; WGAR, Cleveland; WGN, Chicago; WSM, Nashville.

FANNIE HURST, novelist, will reveal her thoughts on different phases of everyday life in brief series of 10 broadcasts starting on BLUE, June 1, on a five-weekly basis, 5-5:15 p.m. In *Thinking Out Loud*, her first radio program, the novelist will speak on such subjects as "Americans Are Like That"; "They Are the Refugees"; "Upside Down Cake"; "Hatred of Hatred"; and "What a Soldier Thinks About."

ROBERT FITZGERALD, former radio editor of *Time* Magazine, is now associate editor. He is succeeded by Murray Morgan, formerly of the CBS newsroom.

Blue East Outlets Meet in New York

WITH Hugh Feltis of the BLUE station relations department as chairman, representatives of the BLUE'S New England affiliates, held a meeting May 27 in New York to discuss with the network's executives all policies covering sales, promotion, programs, research and publicity.

After a welcoming address by Edgar Kobak, executive vice-president, during which he outlined the need for coordination of effort by the New England group, the visitors heard talks by E. P. H. James, director of publicity and promotion; Bert J. Hauser, sales promotion manager; Earl Mullin, publicity manager; Edward Evans, research manager.

Luncheon was served in the Rainbow Room at the RCA Bldg., after which talks were given by Phillips Carlin, vice-president in charge of programs; George Benson, Eastern sales manager; Charles Rynd, sales service manager; Thomas Dolan, traffic manager; Norman Ostby, commercial traffic manager; Robert Jones, of the station relations department. Attending the meeting and shown in photo above are:

Standing (l to r): Bill Voss, WSRR, Stamford; George Benson, Eastern sales manager; Wayne Latham, WSPR, Springfield, Mass.; John H. Norton Jr., station relations manager; Lewis Breed, WSPR; Milton Stoughton, WSPR; Robert Jones, station relations department; Richard Davis, WNBC, Hartford; Ralph Kanna, WNBC; Earl Mullin, publicity manager; John Matheson, WHDH, Boston; Hugh Feltis, station contact representative; E. P. H. James, director of promotion and publicity; Otto Brandt, station relations; Ted Allen, WCFI, Pawtucket; Jesse Thompson, promotion; Bert J. Hauser, sales promotion manager; Eward Evans, research manager; Leslie Smith, WMUR, Manchester, N. H.; Howard Thornley, WCFI; Robert Saudek, assistant to executive vice-president; Rockey Clark, WNAB, Bridgeport. Seated (l to r): Vincent Palmeri, Charles Wright, Carey Cronan, James Milne, WELI, New Haven; Ken Thomas, WNAB; Edgar Kobak, executive vice-president; Slocum Chapin, WSRR; Quincy Brackett, WSPR.

WHDH Rehearing Ordered by Court

Appellate Body Takes Step After Supreme Court Rule

TAKING COGNIZANCE of the recent Supreme Court opinion in the Scripps-Howard case upholding the right of the U. S. Court of Appeals for the District of Columbia to issue stay orders against decisions of the FCC whenever the circumstances warrant, the latter court last Friday ordered a rehearing before the entire bench of six judges on June 13 in the important NBC-WHDH case involving the 850-kc. clear-channel breakdown.

The lower court for several months has held in abeyance its decision on several cases in which stay order petitions are pending, including the appeal of NBC on behalf of KOA, against the FCC the dominant station.

The case originally was heard by three members of the court, constituting a regular panel. The decision to have the case argued before all six justices is almost unprecedented. In the Scripps-Howard case, the court also sat en banc, but after a 3-3 split it certified the question of its jurisdiction to issue stay orders to the Supreme Court.

The order issued by the lower court last Friday instructed NBC, as appellant, the FCC as appellee, Matheson Radio Co. Inc., operating WHDH, and Berks Broadcasting Co., operating WEEU, Reading, Pa., as intervenors, to appear for the June 13 argument. WEEU is a daytime station on 850 kc. and an NBC Red outlet.

Unusual significance attaches to the rehearing since WHDH already is operating fulltime, by virtue of the failure of the court to act on the stay order petition of NBC. WHDH is slated to become the BLUE network outlet in Boston effective June 15.

The Supreme Court decision in the Scripps-Howard case, which came by a 6-2 division, bolstered considerably the appealable rights of stations. A number of other cases pending before the lower court involving stay order petitions still are to be acted on, in the light of the Supreme Court ruling.

MBS Brazilian Link

CREATING another radio link with South America, MBS on May 25 inaugurated a six-times weekly series of programs in Portuguese for Brazil. Program is presented in cooperation with the Office of the Coordinator of Inter-American Affairs, and is produced by Dr. Julio Barata, head of the radio section of the Brazilian Government's Department of Press & Propaganda. Dr. Barata is currently in New York, working with the OCIAA in the preparation of radio material for Brazil. Series will be transmitted to South America via AT&T facilities, Monday thru Saturday, 8-8:15 p.m., and rebroadcast by eight stations in Rio de Janeiro, Sao Paulo, Recife and Porto Alegre.

Holliway Criticizes Allotment of Space To Stories of Resignations From NAB

EDITOR BROADCASTING:

Listen chums, we're pretty busy out here in this wild Indian Country, what with six or seven airplane factories going hell-bent; ship-yards knee deep in defense contracts; blackouts and so forth . . . we're a little too busy to enter into intra-industry squabbles, but the nearly two-column story in the May 25 issue of BROADCASTING informing the radio industry that "Shepard removes his stations from membership in the NAB" sort of sets our cork abobbin'. In plain good old Western, "who the hell cares?"

KFI has been a member of the NAB since it started. When I hear about such small-boy antics of other members of the Association, I'm damn happy to know that Earle Anthony didn't withdraw his stations from membership every time the tide didn't go to his liking. This goes for a lot of other station owners too numerous to mention.

No trade association ever was a success made up of fair-weather sailors. God knows, we don't agree with everything the NAB does. We don't think the unfortunate row with the chairman of the FCC last year was healthy; we don't particularly like the new network-membership deal either, but we don't think that our resigning is going to do any good.

A well-known Milwaukee broadcaster resigned a year or so ago because the Board of Directors didn't change the graduated scale of membership payments to benefit to his advantage. Maybe that's astute business but it doesn't reflect the kind of spirit that I think goes to make up a successful trade association.

There are probably trade associations which please their entire memberships but they aren't involved in an industry with as many diverse types of businesses within the industry as the NAB. At least, one thing we all have in common is music and I feel that the NAB handled that problem with dispatch. At least it saved us enough money to pay for our membership for a long time to come.

I am not in the habit of writing to the "Voice of the People" or "Letters to the Editor" columns of periodicals, but I am getting tired of the fact that you seem to think that resignations of NAB pouters is news.

I was on the Board of Directors of the NAB for the last two years. I opened my big yap four times. Nobody paid any attention to me. I suppose I should have resigned.

HARRISON HOLLIWAY,
Vice-President & General Manager,
Earle C. Anthony Inc.
May 27 Los Angeles.

John Kennedy Reports For Active Navy Duty

JOHN A. KENNEDY, president and owner of the West Virginia Network, headquartered at Charleston, last Friday reported for active duty in the Navy as a lieutenant commander. He has been assigned to the Naval District at Norfolk. Resignation of Comdr. Kennedy as West Virginia area director for the War Production Board was announced by John C. Virden, regional WPB director.

Com. Kennedy

The West Virginia Network stations are WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and WSAZ, Huntington. Comdr. Kennedy for several years was publisher of the *Clarksburg Exponent*, but sold out in 1940. He was for many years Washington correspondent for Hearst newspapers. Comdr. Kennedy was a member of the NAB Board of Directors from 1937 until this year and was formerly chairman of its legislative committee.

Drawn for BROADCASTING by Sid Hix

'That'll Teach You to Keep Turning the Lights Out and Yelling 'Blackout'!"

Italian Tongue Sponsors Pledge Aid to Country

FULL COOPERATION with the Government in the presentation of foreign-language programs was pledged by a group of Italian language advertisers in the New York area, meeting May 22 at the Waldorf-Astoria at the invitation of Harry D. Henshel, general manager of WOV, New York. Also attending the conference were Lee Falk, chief of the Foreign Language Radio Division of the OFF; Douglas Schneider, program manager of WRUL, shortwave station in Boston, and Arthur Simon, WPEN, Philadelphia, chairman of the Foreign Language Broadcasters' War Time Control.

A general discussion was held on how Italian programs can be improved from the patriotic angle and how advertisers of such programs can effectively participate in the national war effort.

Press Wireless Service Is Acquired by WINS

WINS, New York, has signed for the shortwave facilities of Press Wireless Inc., for a 26-week period. Contract will enable the station to pickup broadcasts from Europe and South America, and to shortwave its own programs to foreign lands.

The plan starts June 2 with the airing of BBC newscasts by Robert Fraser, BBC commentator, Tuesday, Thursday and Saturday, 6:45-7 p.m., from London. The BBC news periods will be heard on WINS six-times weekly at that time, as soon as the station clears the three additional quarter-hour periods, of sponsors.

Hope Heads Hooper

THE BOB HOPE program, which held first place in the May 15 "national" evening ratings report of C. E. Hooper, is also first with a rating of 32.3 on the May Hooper Pacific program ratings report, released last week. These particular ratings are based on the coincidental method and show the audiences in homes located west of the Rockies. Red Skelton was second with 30.6 and the rest of the "top ten" group, in order, are Fibber McGee, *The Aldrich Family*, Walter Winchell, Charlie McCarthy, *Coffee Time*, *Burns & Allen*, Jack Benny and *Mr. District Attorney*.

Two New CBS Listeners

TWO SUSTAINING series start on CBS the week of June 14, produced and directed by Charles Vanda, program director for CBS on the Pacific Coast. Best works of the most distinguished detective novelists will be dramatized *On Suspense*, will be heard Sundays, 10:30-11 p.m., starting June 14. The cruel records of Axis leaders, such as Franz von Papen, Paul Joseph Goebbels and Admiral Isoraku Yamamoto will be reenacted in *The Nature of the Enemy*, to be heard Tuesdays, 8:30-8:55 p.m., starting June 16.

Pickups From London

IN COOPERATION with the BBC, WNEW, New York, has made arrangements to pick up two broadcasts weekly from BBC's London studios, as well as special event programs presented by the BBC from time to time. WNEW has already carried two English programs, one featuring a talk by Virgil Pinkley, European manager of United Press, and the other presenting an average London resident. Specific periods for the BBC programs will be set aside in the near future.

"THERE IS A SPECIAL PLACE FOR ADVERTISING IN WAR TIME AMERICA"

Says
ARTHUR C. DORRANCE, President,
CAMPBELL SOUP COMPANY

"THE conversion of our industrial resources to total war has not destroyed the importance of advertising in our national life. Curtailments in the production of civilian goods undoubtedly have changed the function of advertising, but advertising still has a vital place in war time America.

"The transition from civilian production to production for victory is a difficult one, but advertising can do much to assist in this transition. Restrictions upon civilian consumption can be explained to the consumer and conservation of critical materials can be urged. In addition, direct appeals from the Government to the people to purchase War Stamps or to cooperate in particular activities can be conveyed quite convincingly through the medium of advertising.

"Advertising of this kind has a value, not only to the Nation as a whole, but also to the particular business that sponsors it. It contributes to our war effort and thus in some measure hastens our ultimate victory. By preserving consumer good will, it also makes less difficult the problems of reconstruction that undoubtedly will follow the war."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION